PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AVG. AUD. %	HOUSEHOLD SH %	HOUSEHOLD AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
A DIFFERENT WORLD(R)		A	16.4	32	1453	1691	310	266	119	770	369	522	419	274	215	464	235	337	268	171	101	183	124	274	185
THU 8.30P 30 NBC	3	B	16.6	33	1474	1632	301	253	104	739	332	503	422	290	194	419	209	298	239	158	94	203	126	271	180
207 99 CS	38	C	23.1	38	2048	1767	340	284	100	810	326	522	450	331	240	457	200	306	266	191	120	205	116	296	193
ABC MONDAY NIGHT MOVIE(R)		A	9.6	17	851	1525	348	270	68^	828	298	490	448	366	275	496	178	291	276	220	151	74^	52^	128	78
MON 9.00P 120 ABC	1	B	9.6	17	851	1525	348	270	68^	828	298	490	448	366	275	496	178	291	276	220	151	74^	52^	128	78
212 99 FF	17	C	15.1	24	1337	1596	324	257	84	813	273	492	458	398	261	553	198	343	324	269	165	112	59	119	72
LACE II, PT.2																									
9.00 - 9.30		A	10.0	18	886	1516	314	232	64^	788	277	447	417	350	276	537	197	316	297	236	163	67^	39^	124	67^
9.30 - 10.00		A	9.5	16	842	1553	333	248	61^	811	274	462	441	365	278	522	182	307	291	236	157	70^	47^	150	87
10.00 - 10.30		A	9.5	17	842	1534	358	287	76	839	317	519	470	368	261	481	179	289	276	213	136	85	65^	130	83
10.30 - 11.00		A	9.6	18	851	1466	380	310	70^	857	319	525	458	374	279	434	150	245	233	192	142	71^	57^	105	75
ABC SUNDAY NIGHT MOVIE(R)		A	11.6	21	1028	1719	327	269	61^	832	272	506	473	413	265	559	199	336	314	275	170	141	76	187	131
SUN 9.00P 120 ABC	2	B	10.4	19	917	1682	340	283	63	831	290	519	476	401	253	553	211	348	316	261	158	127	72	172	113
214 99 FF	20	C	13.6	23	1208	1728	324	263	83	755	272	483	447	367	216	684	262	463	441	343	165	135	58	154	99
THE BAD SEED																									
9.00 - 9.30		A	9.9	18	877	1728	332	271	55^	831	271	487	454	405	277	552	187	308	300	264	190	153	86	191	135

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AVG. AUD. %	HOUSEHOLD SH %	HOUSEHOLD AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
9.30 - 10.00		A	11.0	20	975	1727	336	276	64^	849	282	515	479	423	271	550	184	322	304	279	174	139	78	189	133
10.00 - 10.30		A	12.3	22	1090	1713	316	262	61	828	266	505	476	413	265	566	200	346	323	286	169	138	72	181	127
10.30 - 11.00		A	13.2	24	1170	1711	326	266	62	823	269	512	479	412	252	563	220	358	324	269	153	138	72	186	129
ABC THURSDAY NIGHT MOVIE(R)		A	9.6	18	851	1557	279	211	71^	798	208	402	381	401	343	540	194	324	284	264	175	75	38^	144	104
THU 8.00P 120 ABC	2	B	8.8	17	780	1515	288	197	60	841	168	343	363	438	420	516	146	250	241	247	222	57^	30^	101	68
205 98 FF	6	C	9.2	17	816	1545	289	212	69	815	208	393	389	403	355	515	173	294	280	240	186	91	48	124	86
THE IMPOSTOR																									
8.00 - 8.30		A	8.1	17	718	1523	274	212	76^	800	230	415	361	367	354	513	174	302	274	253	168	69^	29^	140	98
8.30 - 9.00		A	9.5	19	842	1547	270	203	70^	799	205	397	374	399	353	548	198	331	287	269	180	71^	35^	128	94
9.00 - 9.30		A	10.3	19	913	1574	281	211	66^	804	199	397	386	416	345	548	203	334	286	267	171	76	38^	147	112
9.30 - 10.00		A	10.4	19	921	1592	292	218	75	798	206	406	401	421	325	551	199	329	288	266	181	85	48^	158	111
ALF(R)		A	13.0	25	1152	1739	255	219	96	644	325	464	354	221	155	522	298	417	306	196	74	166	96	407	258
MON 8.00P 30 NBC	3	B	12.1	25	1075	1705	284	243	101	675	325	476	379	248	168	515	274	413	326	206	75	173	98	342	214
205 99 CS	39	C	17.4	28	1544	1883	307	260	99	721	311	499	434	298	180	512	247	395	337	219	92	224	108	427	276
ALL STAR BASEBALL PRE GM(S)		A	14.6	29	1294	1572	200	138	43^	598	132	250	272	260	289	711	199	352	338	292	308	95	25^	167	123
TUE 8.00P 33 ABC																									
212 99 SC																									
8.00 - 8.30		A	14.4	29	1276	1571	200	138	44^	602	133	251	273	261	290	707	196	348	333	290	308	95	25^	168	123
8.30 - 9.00		A	16.5	32	1462	1592	199	139	35^	574	125	239	262	253	281	752	222	389	379	313	306	103	25^	164	128
ALL STAR BASEBALL GAME(S)		A	20.4	36	1807	1634	206	155	44	563	156	263	260	239	260	838	280	474	439	357	305	82	17^	150	115
TUE 8.33P 158 ABC																									
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
ALL STAR BASEBALL GAME(S)-CONT'D 212 99 SE																								
8.30 - 9.00	A	18.3	34	1621	1632	203	149	44	571	134	250	258	252	278	809	253	432	408	342	316	91	19^	160	124
9.00 - 9.30	A	20.3	36	1799	1645	203	154	49	566	158	263	251	232	265	829	279	464	425	348	308	83	17^	167	126
9.30 - 10.00	A	20.9	35	1852	1652	205	154	50	578	163	269	261	236	270	849	285	480	445	359	310	75	12^	151	114
10.00 - 10.30	A	21.1	36	1869	1639	215	162	49	569	170	274	271	236	254	851	295	492	456	361	299	80	17^	139	105
10.30 - 11.00	A	21.3	37	1887	1607	201	152	35	540	153	259	256	235	243	841	280	484	449	369	298	83	19^	142	114
11.00 - 11.30	A	20.4	37	1807	1597	209	158	31^	542	141	260	265	251	240	840	283	485	453	366	294	84	17^	131	100
AMEN(R)	A	14.8	30	1311	1624	277	218	54	817	250	430	368	324	342	450	127	233	220	203	180	125	81	232	163
SAT 9.30P 30 NBC 3	B	13.9	30	1232	1580	282	216	73	823	245	421	375	339	356	437	124	223	209	201	181	127	75	193	137
204 99 CS 37	C	16.8	31	1490	1703	313	232	70	861	242	429	403	377	375	472	148	248	230	211	190	152	94	218	153
AMERICA'S MOST WANTED	A	7.0	14	620	1655	273	237	123	613	308	458	365	239	124	737	395	586	479	298	119	139	68^	166	104
SUN 8.00P 30 FOX 3	B	6.3	14	558	1679	310	263	110	670	298	480	390	281	156	683	347	544	443	290	106	142	72	184	117
126 85 OP 15	C	6.3	12	557	1749	350	302	110	711	325	524	428	308	151	668	323	528	451	301	100	179	88	191	108
BEAUTY & THE BEAST(R)	A	6.9	16	611	1459	303	218	25v	779	186	394	379	385	330	484	117	219	226	216	226	85^	45^	111	65^
FRI 8.00P 60 CBS 2	B	7.5	17	665	1464	325	247	50^	793	226	424	401	361	316	447	123	223	230	205	183	81	39^	143	84
210 99 A 35	C	11.6	21	1024	1659	341	258	75	879	239	467	451	423	349	522	137	275	269	265	211	83	48	174	103
8.00 - 8.30	A	6.5	15	576	1435	289	210	20v	766	178	379	366	378	341	491	125	214	217	209	239	90^	46^	88^	53^
8.30 - 9.00	A	7.3	17	647	1480	316	225	29^	790	194	408	391	392	321	478	110	223	233	223	215	80^	45^	131	76^
BEST OF TV BLOOPERS-JOKES(R)	A	7.5	17	665	1614	235	166	89^	716	224	376	339	337	292	588	269	393	318	233	154	140	60^	169	131
FRI 8.00P 60 NBC 2	B	7.4	17	656	1589	241	184	81	699	202	371	349	347	279	592	238	369	315	260	177	129	62^	169	121
200 98 CV 8	C	8.3	18	731	1582	234	183	65	726	218	383	357	335	290	542	197	325	282	237	183	133	74	181	124
8.00 - 8.30	A	7.2	17	638	1567	226	157	80^	714	214	359	326	341	304	558	238	358	283	227	160	136	63^	159	122
8.30 - 9.00	A	7.8	18	691	1657	243	175	98	718	233	391	352	332	281	616	298	427	350	238	148	145	57^	178	139
BILL COSBY SHOW(R)	A	17.0	35	1506	1657	297	254	107	787	345	507	413	287	250	472	220	322	262	192	116	152	95	246	153
THU 8.00P 30 NBC 3	B	16.5	34	1462	1614	292	246	93	747	309	479	406	291	230	437	205	291	240	170	114	178	108	252	163
212 99 CS 43	C	25.1	42	2227	1770	328	268	89	827	297	491	433	344	287	481	186	297	266	208	151	177	99	285	184
BLUE SKIES	A	9.6	18	851	1515	266	193	72^	842	194	397	373	398	387	456	114	218	207	208	202	74^	39^	142	98
MON 8.00P 60 CBS 3	B	9.1	19	806	1526	306	229	74	867	216	417	402	400	398	458	136	231	202	204	194	80	53	120	79
210 99 GD 5	C	9.4	19	833	1532	302	229	71	880	222	420	406	400	399	451	117	212	197	209	207	80	52	122	71
8.00 - 8.30	A	8.9	17	789	1494	253	177	67^	834	176	373	356	399	399	465	117	220	208	205	211	74^	43^	121	81
8.30 - 9.00	A	10.2	18	904	1548	280	209	77	858	212	421	392	402	381	452	113	217	209	212	195	75	36^	163	115
CAGNEY & LACEY(R)	A	7.0	13	620	1460	292	221	72^	817	254	445	412	376	313	452	141	247	251	209	165	78^	40^	112	77^
THU 10.00P 60 CBS 3	B	7.5	14	665	1483	293	222	67	818	235	426	404	377	329	480	149	253	253	211	185	74	37^	111	68
207 96 OP 3	C	7.5	14	665	1483	293	222	67	818	235	426	404	377	329	480	149	253	253	211	185	74	37^	111	68
10.00 - 10.30	A	6.7	13	594	1464	290	215	69^	809	257	442	405	367	308	455	145	249	243	208	167	83^	45^	118	82^
10.30 - 11.00	A	7.2	14	638	1477	299	230	76^	837	255	454	424	390	321	456	140	248	262	213	166	76^	36^	109	74^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.11-17,1988

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
CBS FRIDAY MOVIE(R)		A	12.2	25	1081	1592	261	166	65	710	183	339	360	369	304	703	200	373	386	369	270	65	29^	114	72
FRI 9.00P 120 CBS	3	B	9.1	19	810	1518	279	193	58	793	179	354	372	403	370	564	140	276	289	291	242	49	22^	113	72
210 99 FF	6	C	9.6	20	853	1580	273	202	64	779	208	386	387	382	328	540	161	287	283	265	211	93	46	168	114
DIRTY HARRY																									
9.00 - 9.30		A	10.8	23	957	1553	263	168	50^	710	168	322	339	362	322	656	177	345	365	345	254	69	30^	117	77
9.30 - 10.00		A	12.5	25	1108	1590	259	168	65	705	179	334	358	369	304	690	196	370	388	364	261	68	27^	127	80
10.00 - 10.30		A	12.7	25	1125	1597	262	164	74	709	187	341	362	368	301	722	204	382	395	381	280	56^	26^	111	69
10.30 - 11.00		A	12.9	26	1143	1608	258	163	70	709	196	354	376	375	289	731	216	387	391	380	282	66	34^	102	63
CBS SUMMER PLAYHOUSE		A	7.5	14	665	1466	264	192	88^	786	251	401	359	360	332	390	141	246	239	199	108	89^	57^	201	137
TUE 8.00P 60 CBS	3	B	6.5	12	576	1456	271	205	82	775	248	392	350	319	336	424	140	237	231	201	152	80	50^	177	107
205 97 FV	4	C	6.8	13	600	1470	270	198	74	768	227	371	343	329	347	449	142	248	240	214	164	79	49^	174	101
BABY ON BOARD/DR. PARADISE																									
8.00 - 8.30		A	7.6	15	673	1484	266	194	90^	827	260	415	363	372	356	386	134	230	230	192	116	83^	55^	188	117
8.30 - 9.00		A	7.4	13	656	1447	261	189	85^	745	243	387	355	347	307	393	147	262	248	207	100	95^	59^	214	158
CBS SUNDAY MOVIE(R)		A	10.6	19	939	1545	304	189	54^	870	180	368	404	448	420	513	92	204	218	254	263	65^	40^	97	60^
SUN 9.00P 120 CBS	3	B	11.3	22	1004	1561	284	181	43	826	146	329	359	434	422	602	98	236	258	321	313	51	26^	81	50
212 99 FF	40	C	16.4	27	1456	1640	332	235	59	860	214	427	430	434	362	615	153	308	315	322	254	78	37	87	53
TRAPPED IN SILENCE																									
9.00 - 9.30		A	10.4	19	921	1510	272	155	52^	851	149	323	362	442	447	526	92	210	221	259	272	53^	29^	79	37^
9.30 - 10.00		A	10.3	18	913	1556	296	181	59^	880	183	361	400	440	433	519	99	213	223	253	264	56^	35^	101	61^
10.00 - 10.30		A	10.4	19	921	1565	320	209	57^	874	203	391	420	442	404	503	95	201	214	248	258	73	46^	115	76
10.30 - 11.00		A	11.2	21	992	1562	329	213	49^	881	185	396	434	473	401	508	85	195	217	259	260	79	49^	94	68
CBS TUESDAY MOVIE(R)		A	12.0	20	1063	1491	307	246	83	836	277	497	434	403	294	390	143	245	230	191	120	103	62	162	112
TUE 9.00P 120 CBS	3	B	11.2	20	995	1481	314	236	67	821	228	444	420	420	318	450	139	251	249	227	160	88	52	123	77
211 99 FF	11	C	11.8	20	1045	1535	317	231	77	831	238	451	439	417	313	485	148	269	267	241	175	86	46	132	74
KIDS DON'T TELL																									
9.00 - 9.30		A	9.7	16	859	1439	285	208	71^	807	239	428	395	402	330	402	141	247	239	198	133	92	53^	137	98
9.30 - 10.00		A	11.1	18	983	1478	299	235	80	820	244	474	420	420	302	396	146	257	241	196	116	95	57^	167	121
10.00 - 10.30		A	13.7	23	1214	1512	313	262	89	841	301	527	444	391	271	382	148	250	228	186	108	118	72	171	119
10.30 - 11.00		A	13.5	24	1196	1518	324	265	87	867	307	535	464	402	283	386	138	229	214	184	129	100	62	166	106
CHEERS(R)		A	15.8	30	1400	1667	320	275	129	736	346	513	424	283	193	528	263	393	323	201	110	174	91	229	143
THU 9.00P 30 NBC	3	B	16.6	31	1474	1618	322	276	109	719	330	506	427	286	178	515	245	383	324	214	106	176	92	208	133
209 99 CS	42	C	22.3	36	1979	1681	347	292	107	786	334	526	462	323	216	531	234	372	331	231	126	165	88	199	123
DESIGNING WOMEN(R)		A	11.2	19	992	1533	312	262	97	772	299	468	430	311	260	518	194	321	306	229	148	98	58^	144	109
MON 9.30P 30 CBS	3	B	10.2	19	901	1554	339	278	93	812	309	491	446	339	281	526	203	329	295	235	159	91	59	124	82
207 97 CS	3	C	10.2	19	901	1554	339	278	93	812	309	491	446	339	281	526	203	329	295	235	159	91	59	124	82
DIRTY DOZEN(R)		A	1.2	2	106	1488	246^	155v	44v	472^	226^	286^	274^	227^	177^	753	242^	341^	357^	388^	296^	113v	71v	151v	117v
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
DIRTY DOZEN(R)-CONT'D																									
SAT 9.00P 60 FOX	3	B	1.6	3	139	1531	232^	172^	54v	555	197^	314	286	265	207^	674	242^	412	376	336	207^	128^	52v	174^	130^
113 79 A	11	C	2.2	4	190	1543	204	163	60^	533	169	322	317	267	170	713	247	444	409	366	218	138^	56^	159	112^
9.00 - 9.30		A	1.2	3	106	1456	213^	151v	52v	452^	256^	291^	262^	180^	162^	714	253^	323^	332^	354^	282^	108v	63v	182^	121v
9.30 - 10.00		A	1.2	2	106	1521	279^	158^	35v	492^	196^	281^	286^	275^	193^	792	230^	360^	382^	422^	310^	117v	78v	120v	114v
DISNEY SUNDAY MOVIE(R)		A	5.7	12	505	1721	200	152	73^	613	245	340	298	244	240	612	283	420	379	248	149	118^	30v	377	244
SUN 7.00P 60 ABC	3	B	5.4	12	475	1640	226	177	79	613	211	339	315	278	236	565	214	350	321	265	176	115	45^	347	220
215 99 FF	37	C	9.5	16	839	1971	270	227	101	704	279	477	429	323	190	586	240	427	399	289	120	196	97	485	309
YOUNG HARRY HOUDINI, PT.1																									
7.00 - 7.30		A	5.4	12	478	1710	190	146	71^	613	242	328	288	239	249	612	290	413	375	234	152	111^	28v	373	240
7.30 - 8.00		A	5.9	12	523	1760	213	160	75^	624	253	356	312	253	236	623	280	434	389	264	150	127	32^	387	251
DRUGS: WHY THIS PLAGUE?(S)		A	11.2	21	992	1527	311	243	66	756	204	383	402	376	298	633	220	387	363	299	196	55^	20^	83	45^
MON 8.00P 60 ABC																									
215 99 DN																									
8.00 - 8.30		A	10.3	20	913	1487	308	241	60^	754	183	368	395	386	310	615	199	361	347	293	207	48^	17v	70	36^
8.30 - 9.00		A	12.1	22	1072	1560	315	244	72	757	221	396	409	367	288	648	238	409	377	305	187	60	22^	95	53^
DUET(R)		A	3.1	6	275	1481	314	269	100^	667	318	485	377	286	144^	571	288	400	323	224^	121^	113^	89^	130^	64^
SUN 10.00P 30 FOX	2	B	3.2	6	284	1517	296	254	97^	639	304	482	396	291	112^	526	259	412	331	230	81^	192	129^	160^	86^
123 84 CS	2	C	3.2	6	284	1517	296	254	97^	639	304	482	396	291	112^	526	259	412	331	230	81^	192	129^	160^	86^
EQUALIZER(R)		A	9.7	18	859	1545	260	207	64^	783	216	410	374	354	327	584	201	305	292	218	231	63^	36^	115	69^
WED 9.00P 60 CBS	3	B	9.5	18	842	1582	282	214	71	796	208	407	385	370	334	570	181	304	284	235	221	92	46	124	80
207 99 PD	4	C	10.0	19	884	1563	290	221	68	787	203	409	393	379	325	575	171	300	293	253	226	85	42	116	72
9.00 - 9.30		A	9.1	17	806	1559	257	206	54^	799	207	410	380	370	340	588	192	295	286	218	242	57^	31^	115	67^
9.30 - 10.00		A	10.2	19	904	1549	264	210	72	776	226	414	373	343	318	587	210	317	300	221	224	70^	41^	116	71
FACTS OF LIFE(R)		A	9.1	22	806	1589	293	228	75^	818	284	442	359	316	335	396	121	237	237	197	133	160	94	215	123
SAT 8.00P 30 NBC	3	B	9.9	24	877	1546	295	232	73	822	275	445	359	312	343	391	125	221	191	171	146	148	97	186	122
205 93 CS	39	C	13.2	25	1173	1685	299	235	76	823	264	435	376	317	345	437	153	251	225	187	156	172	111	253	169
FAMILY DOUBLE-DARE(R)		A	2.4	6	213	1779	159^	157^	71v	565	289^	405	334	186^	151^	527	290^	377	290^	150^	117^	163^	70v	523	376
SAT 8.00P 30 FOX	3	B	2.1	5	189	1723	183^	168^	83^	529	285	389	318	172^	122^	494	279	380	292	161^	94^	169^	83^	531	377
113 79 QG	13	C	2.8	6	251	1720	200	172	92^	516	250	379	323	207	110	462	228	357	305	196	78^	210	102^	531	384
FAMILY-DOUBLE DARE(S)		A	2.4	5	213	1843	203^	199^	81^	623	325	443	364	215^	180^	519	278^	344	256^	138^	141^	139^	66v	562	379
SAT 8.30P 30 FOX																									
113 80 QG																									
FAMILY TIES(R)		A	9.4	19	833	1689	343	291	58^	740	318	516	392	312	184	534	265	414	308	216	91	201	127	214	161
SUN 8.00P 30 NBC	3	B	8.8	19	780	1651	312	263	77	723	314	495	377	287	194	485	234	359	281	201	101	193	119	251	173
206 99 CS	43	C	15.9	26	1407	1850	362	312	97	781	357	548	458	312	190	565	275	419	357	235	107	211	120	293	197
48 HOURS		A	4.9	10	434	1391	235	145^	30v	703	112^	269	304	372	362	561	119^	289	316	305	214	36v	10v	92^	63^
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 11–17, 1988

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
48 HOURS-CONT'D																											
THU 8.00P	60	CBS	3	B	7.4	15	659	1569	275	198	60	778	189	376	374	367	341	589	162	307	315	289	228	81	41^	122	71
210	99	DN	16	C	8.8	16	781	1537	262	185	60	763	170	342	358	369	357	603	150	301	311	304	251	69	27^	102	56
LE MANS AUTO RACE																											
8.00 - 8.30				A	5.1	10	452	1415	240	151	32v	707	116^	265	303	361	370	553	115^	269	307	296	220	38^	12v	117^	83^
8.30 - 9.00				A	4.6	9	408	1395	234	142^	29v	714	109^	280	313	393	361	581	126^	318	332	322	211	34v	9v	66^	43^
FRANK'S PLACE(R)				A	5.4	12	478	1462	293	231	85^	800	240	412	368	369	355	521	137	282	290	266	208	62^	26v	79^	47^
SAT 8.30P	30	CBS	1	B	5.4	12	478	1462	293	231	85^	800	240	412	368	369	355	521	137	282	290	266	208	62^	26v	79^	47^
208	99	CS	1	C	5.4	12	478	1462	293	231	85^	800	240	412	368	369	355	521	137	282	290	266	208	62^	26v	79^	47^
FULL HOUSE(R)				A	9.0	20	797	1624	282	202	69^	754	240	397	342	317	305	415	158	256	217	165	135	166	95	289	181
FRI 8.30P	30	ABC	3	B	9.9	22	877	1618	265	207	77	762	249	432	364	315	289	405	160	250	210	162	123	155	94	296	198
197	95	CS	20	C	10.6	21	942	1660	274	216	93	764	266	434	393	306	287	410	164	257	235	174	122	162	102	324	210
GARRY SHANDLING SHOW				A	4.4	8	390	1729	250	210	86^	674	319	474	332	257	175	620	358	509	334	207	91^	154^	63^	281	177
SUN 9.00P	30	FOX	3	B	4.0	8	354	1661	280	243	101	657	328	460	349	238	166	583	351	485	329	192	81^	172	76^	250	170
124	85	CS	20	C	4.3	7	379	1668	279	248	91	630	329	468	362	222	137	594	341	489	361	218	79	198	98	247	173
GOLDEN GIRLS(R)				A	16.8	35	1488	1557	285	226	71	819	247	423	374	326	353	420	114	204	214	194	174	106	75	212	151
SAT 9.00P	30	NBC	3	B	16.0	35	1415	1564	286	215	70	838	242	411	368	340	379	424	115	203	192	191	189	114	72	189	135
206	99	CS	43	C	20.5	37	1816	1693	310	226	69	881	239	416	391	372	409	467	138	237	225	207	197	135	85	211	146
GROWING PAINS(R)				A	12.7	26	1125	1609	295	245	109	760	352	526	426	296	192	422	202	278	242	158	109	188	127	239	166
WED 8.00P	30	ABC	3	B	12.7	26	1125	1601	281	243	97	717	353	500	388	250	177	430	238	309	236	145	86	182	117	272	188
214	99	CS	19	C	15.1	27	1334	1658	300	255	100	716	334	495	405	268	183	438	223	319	266	168	89	216	124	288	190
HEAD OF THE CLASS(R)				A	12.0	24	1063	1626	324	278	111	754	366	535	431	280	184	414	220	289	251	138	89	184	113	274	192
WED 8.30P	30	ABC	2	B	12.6	25	1116	1621	319	277	106	715	355	519	417	269	158	430	241	322	261	144	75	207	129	269	193
214	99	CS	37	C	15.7	26	1395	1701	320	271	106	725	340	503	427	277	181	467	234	348	299	188	90	217	119	292	192
HOGAN FAMILY(R)				A	11.9	22	1054	1773	275	246	99	678	350	517	388	243	138	478	263	391	295	192	63	187	118	430	266
MON 8.30P	30	NBC	3	B	11.3	23	1004	1697	291	254	101	698	340	510	398	260	160	467	248	376	297	184	67	192	118	340	212
199	98	CS	6	C	12.4	24	1094	1690	297	258	102	699	333	504	396	265	164	448	240	352	277	167	72	196	113	347	229
HOME FREE(S)				A	6.8	14	602	1478	312	244	85^	788	221	465	447	413	269	434	166	302	266	202	112	95^	55^	162	126
WED 8.00P	60	NBC																									
206	98	GD																									
8.00 - 8.30				A	6.3	13	558	1460	306	237	83^	780	205	456	443	421	269	445	164	303	268	213	125	91^	49^	143	114
8.30 - 9.00				A	7.3	14	647	1493	317	249	86^	794	235	473	449	406	268	423	168	302	265	193	102	98	60^	178	136
HOOPERMAN(R)				A	9.6	18	851	1530	293	240	114	744	315	501	449	309	209	431	200	292	271	171	109	128	65^	227	159
WED 9.00P	30	ABC	3	B	10.6	20	942	1563	295	251	113	739	322	503	431	297	199	459	217	316	275	186	106	147	82	219	147
212	99	OP	35	C	14.0	23	1242	1637	314	257	101	750	301	483	439	327	218	523	219	356	321	239	131	160	84	205	133
HOTEL(R)				A	6.0	13	532	1430	320	210	82^	827	235	401	387	366	347	419	150	217	213	178	165	48^	33^	137	92^
SAT 10.00P	60	ABC	2	B	5.6	12	496	1394	330	222	67^	816	237	390	380	355	346	424	152	233	215	191	153	44^	28^	110	74^
CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
HOTEL(R)-CONT'D																												
	211	98	GD	3	C	5.5	12	487	1422	326	216	68^	825	225	388	388	370	363	435	153	242	225	194	154	52^	35^	110	75
	10.00 - 10.30				A	5.5	11	487	1435	320	210	74^	819	227	386	374	358	356	438	166	230	224	182	168	37^	23v	141	100^
	10.30 - 11.00				A	6.4	13	567	1449	324	213	90^	847	246	420	405	378	344	409	138	210	208	177	165	57^	41^	136	87^
HOTHOUSE					A	7.6	15	673	1510	264	192	42^	795	175	400	445	447	303	478	141	271	260	260	166	100	50^	137	108
THU	10.00P	60	ABC	3	B	6.5	12	576	1503	287	201	63	829	204	390	421	444	351	491	150	256	253	234	201	75	39^	109	72
	211	98	GD	3	C	6.5	12	576	1503	287	201	63	829	204	390	421	444	351	491	150	256	253	234	201	75	39^	109	72
	10.00 - 10.30				A	7.7	14	682	1539	260	194	47^	796	184	400	436	432	309	482	149	285	271	259	158	111	51^	150	113
	10.30 - 11.00				A	7.6	15	673	1462	265	187	36^	785	163	395	447	455	293	467	130	253	245	258	173	89^	48^	121	102
HUNTER(R)					A	16.0	33	1418	1707	278	214	64	794	224	416	383	374	326	624	176	338	316	314	236	118	61	170	114
SAT	10.00P	60	NBC	3	B	14.3	30	1264	1643	285	218	71	790	227	412	382	364	330	571	158	303	296	288	220	121	62	160	110
	207	99	OP	19	C	14.4	29	1277	1658	294	221	69	802	225	426	398	384	323	546	155	289	279	278	216	141	81	169	117
	10.00 - 10.30				A	15.5	32	1373	1692	275	215	67	803	239	431	389	367	320	607	176	332	304	299	226	109	58	173	114
	10.30 - 11.00				A	16.5	35	1462	1720	280	214	61	785	209	401	378	380	331	641	176	344	327	329	245	127	64	168	114
I MARRIED DORA(R)					A	8.4	17	744	1469	280	205	102	781	259	392	351	286	344	367	131	198	176	132	153	127	81^	194	122
FRI	9.30P	30	ABC	3	B	9.5	19	842	1546	280	214	101	790	270	418	358	302	330	390	141	228	202	163	139	123	79	243	161
	190	93	CS	8	C	9.0	17	796	1557	271	206	97	770	254	410	361	304	319	418	159	248	223	173	143	124	84	246	159
JAKE AND THE FATMAN(R)					A	10.3	21	913	1560	233	166	54^	818	148	327	334	384	430	541	115	238	248	250	261	71	13v	130	69^
WED	8.00P	60	CBS	3	B	9.5	19	839	1528	267	187	60	834	144	340	356	400	429	524	111	229	225	241	255	66	24^	104	65
	205	99	OP	6	C	9.7	19	862	1519	270	193	56	826	150	349	362	402	413	524	108	224	232	253	258	67	29^	102	66
	8.00 - 8.30				A	9.8	20	868	1554	227	164	60^	813	151	320	324	370	435	537	115	232	243	248	262	67^	5v	137	74
	8.30 - 9.00				A	10.8	21	957	1565	237	168	49^	822	144	333	343	397	427	544	115	243	253	252	259	76	21^	123	65^
KATE & ALLIE(R)					A	6.5	15	576	1495	272	209	79^	833	261	415	360	329	367	478	145	239	233	214	206	57^	28v	127	78^
SAT	8.00P	30	CBS	1	B	6.5	15	576	1495	272	209	79^	833	261	415	360	329	367	478	145	239	233	214	206	57^	28v	127	78^
	205	96	CS	1	C	6.5	15	576	1495	272	209	79^	833	261	415	360	329	367	478	145	239	233	214	206	57^	28v	127	78^
L.A. LAW(R)					A	14.3	28	1267	1545	338	274	97	769	287	484	438	354	240	533	245	378	307	210	143	108	50	135	87
THU	10.00P	60	NBC	3	B	15.2	29	1344	1519	340	275	82	751	290	486	432	341	221	528	225	361	317	230	142	114	54	126	82
	211	99	GD	36	C	17.5	30	1550	1555	335	271	100	779	295	506	470	361	225	581	230	387	360	270	157	101	56	93	52
	10.00 - 10.30				A	14.2	27	1258	1537	336	274	99	766	288	483	434	350	241	520	237	370	305	206	137	109	51	142	92
	10.30 - 11.00				A	14.5	29	1285	1542	337	272	94	766	285	482	439	356	237	542	252	383	307	213	147	106	50	128	81
MACGYVER(R)					A	6.6	13	585	1865	260	222	51^	708	268	439	386	299	231	607	211	384	366	314	167	189	71^	362	248
SUN	8.00P	60	ABC	3	B	6.2	13	552	1797	269	227	65	680	252	421	377	293	221	629	216	410	390	327	168	148	61^	341	227
	215	98	A	7	C	7.0	14	623	1770	270	224	71	688	243	431	380	317	220	655	239	442	412	336	163	144	57	283	182
	8.00 - 8.30				A	6.2	13	549	1840	252	221	53^	696	271	430	367	274	236	573	200	353	351	292	164	189	67^	382	262
	8.30 - 9.00				A	7.0	14	620	1888	267	222	50^	719	266	447	402	321	226	637	220	412	379	333	169	188	75^	344	235
MAGNUM, P.I.(R)					A	10.4	19	921	1549	286	224	68^	740	251	427	407	338	258	547	168	334	313	268	181	104	44^	157	122
MON	10.00P	60	CBS	3	B	9.7	18	862	1567	316	237	72	790	262	443	425	357	293	559	195	340	316	255	183	91	43	127	82
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
MAGNUM, P.I.(R)-CONT'D																								
210 99 PD 3	C	9.7	18	862	1567	316	237	72	790	262	443	425	357	293	559	195	340	316	255	183	91	43	127	82
10.00 - 10.30	A	10.4	18	921	1546	291	236	65^	748	260	435	402	332	262	540	171	334	309	261	173	101	41^	157	127
10.30 - 11.00	A	10.4	19	921	1551	280	213	71	732	243	420	411	343	254	554	165	333	316	275	190	108	46^	157	116
MARRIED...WITH CHILDREN(R)	A	6.3	12	558	1766	294	243	111^	665	347	509	377	255	131	687	385	560	433	262	91^	151	56^	264	173
SUN 8.30P 30 FOX 3	B	5.6	12	499	1745	312	271	105	685	358	519	395	253	137	663	377	546	426	255	78	163	74	233	139
125 87 CS 39	C	4.9	8	439	1863	327	290	107	687	368	533	418	254	123	684	395	574	452	258	77	216	98	277	179
MIAMI VICE(R)	A	7.9	16	700	1695	301	257	89^	734	272	497	432	344	205	554	242	416	360	259	115	178	75^	229	164
FRI 10.00P 60 NBC 2	B	9.4	19	833	1654	274	231	70	697	251	464	405	327	200	600	241	426	381	292	136	155	66	201	142
203 99 OP 15	C	11.4	22	1013	1647	284	241	89	698	271	484	430	333	173	617	257	434	382	289	145	152	67	180	118
10.00 - 10.30	A	7.2	14	638	1760	287	241	98^	754	273	507	444	358	215	561	247	422	372	262	112	184	83^	261	185
10.30 - 11.00	A	8.5	17	753	1660	316	273	83^	725	275	494	427	335	199	555	241	416	353	260	119	175	70^	204	149
MR. BELVEDERE(R)	A	8.5	18	753	1538	258	183	94	762	252	395	353	296	323	373	143	220	191	139	131	150	83^	253	167
FRI 9.00P 30 ABC 3	B	9.7	21	859	1598	266	207	93	773	260	420	356	307	315	402	148	233	206	171	136	142	82	282	193
190 92 CS 18	C	10.5	19	929	1665	270	212	94	749	250	422	376	314	291	420	160	255	236	187	133	169	103	327	220
MODERN MEDICAL(S)	A	11.5	22	1019	1559	294	235	93	785	268	479	463	379	241	512	205	337	322	230	132	125	76	137	101
WED 10.00P 60 NBC																								
204 99 DO																								
10.00 - 10.30	A	11.8	22	1045	1586	285	225	96	777	261	472	464	380	239	519	216	353	338	228	121	135	82	154	112
10.30 - 11.00	A	11.1	21	983	1544	305	247	91	800	279	490	466	382	246	508	194	324	308	234	144	115	70	121	90
MOVIE OF THE WEEK-TUESDAY(R)	A	11.4	20	1010	1573	341	285	84	875	356	564	451	348	262	369	148	240	193	166	97	147	97	183	96
TUE 8.00P 120 NBC 1	B	11.4	20	1010	1573	341	285	84	875	356	564	451	348	262	369	148	240	193	166	97	147	97	183	96
205 99 FF 7	C	14.4	25	1277	1519	302	227	70	850	249	443	425	397	337	483	147	250	241	224	191	90	53	96	55
EIGHT IS ENOUGH:A FAMILY REUNION																								
8.00 - 8.30	A	10.0	19	886	1540	315	264	75	859	340	518	412	324	292	387	151	239	192	166	119	132	89	161	81
8.30 - 9.00	A	11.1	20	983	1572	334	286	87	876	369	571	437	337	262	381	156	249	198	163	98	136	91	178	91
9.00 - 9.30	A	12.2	21	1081	1584	348	283	85	883	349	574	472	369	253	352	139	231	190	166	91	150	96	198	102
9.30 - 10.00	A	12.4	20	1099	1578	358	299	86	872	360	581	471	353	242	355	147	239	192	165	83	163	107	187	106
MURDER, SHE WROTE(R)	A	14.1	28	1249	1543	264	161	48^	884	128	308	336	439	504	547	67	175	198	273	326	41^	23^	70	37^
SUN 8.00P 60 CBS 3	B	13.7	29	1217	1540	272	170	35	876	123	298	327	434	504	553	79	184	206	272	322	49	27^	62	37
211 98 SM 43	C	18.8	30	1662	1597	307	194	39	892	131	325	360	449	494	588	93	219	243	300	320	50	25	67	41
8.00 - 8.30	A	13.6	28	1205	1543	262	160	52^	875	122	297	328	433	505	565	67	182	207	285	335	39^	22^	63	34^
8.30 - 9.00	A	14.7	28	1302	1533	264	162	43^	887	132	316	340	442	500	527	67	168	189	260	316	43^	23^	76	40^
MY TWO DADS(R)	A	9.5	18	842	1673	326	282	64^	727	316	517	392	294	169	513	243	397	333	218	80	197	124	236	172
SUN 8.30P 30 NBC 2	B	8.4	18	744	1706	321	276	78	727	310	516	399	302	179	472	214	344	298	212	94	218	129	289	208
201 99 CS 6	C	9.1	18	811	1665	311	266	86	728	327	501	395	280	190	479	243	357	290	182	98	209	126	248	184
NBC MONDAY NIGHT MOVIES(R) CONT'D	A	14.8	26	1311	1684	282	221	87	762	278	471	404	363	233	577	236	391	348	263	160	137	74	208	133

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 11-17, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
NBC MONDAY NIGHT MOVIES(-CONT'D																												
MON	9.00P	120	NBC	3	B	13.8	26	1226	1629	313	250	91	798	291	499	431	376	244	514	204	346	309	243	138	159	97	158	98
	203	99	FF	37	C	16.0	26	1420	1634	323	257	84	831	273	496	454	399	277	513	179	319	299	253	157	143	78	148	92
THE ABDUCTION OF KARI SWENSON																												
	9.00 - 9.30				A	12.6	22	1116	1707	268	212	98	774	284	481	401	356	242	551	231	376	333	245	148	119	69	263	159
	9.30 - 10.00				A	14.3	25	1267	1686	276	223	86	774	280	477	403	365	240	557	224	377	335	251	159	135	76	220	144
	10.00 - 10.30				A	16.1	28	1426	1661	297	232	82	754	279	470	407	362	225	574	236	391	346	263	158	144	76	189	125
	10.30 - 11.00				A	16.4	30	1453	1665	279	213	84	741	268	455	400	364	225	611	247	409	369	284	171	143	74	170	111
NBC SUNDAY NIGHT MOVIE					A	13.8	25	1223	1714	297	249	66	629	250	459	408	310	126	754	307	608	533	389	115	157	62	174	127
SUN	9.00P	120	NBC	3	B	13.7	26	1213	1752	301	241	83	689	281	474	414	323	172	677	279	505	457	335	132	169	76	217	155
	203	99	FF	38	C	16.2	27	1439	1724	329	266	85	784	293	500	448	360	233	631	257	431	390	293	157	161	83	149	98
OUT OF TIME																												
	9.00 - 9.30				A	12.9	24	1143	1716	297	253	70	674	280	496	410	313	142	711	283	572	494	368	110	146	63	185	123
	9.30 - 10.00				A	13.8	25	1223	1726	301	251	67	637	252	467	412	315	127	772	315	631	557	401	109	149	57	168	117
	10.00 - 10.30				A	14.2	25	1258	1698	299	250	65	606	248	448	406	297	114	765	315	616	547	393	117	155	61	172	129
	10.30 - 11.00				A	14.3	26	1267	1715	293	242	64	603	225	429	403	313	123	763	312	610	532	394	122	178	68	172	138
NEWHART(R)					A	11.4	20	1010	1605	297	249	81	792	273	460	421	338	295	537	187	340	309	258	151	105	55^	170	121
MON	9.00P	30	CBS	3	B	10.2	19	907	1585	326	265	84	804	274	467	430	357	298	540	199	337	295	252	161	94	53	148	96
	209	99	CS	38	C	15.1	23	1334	1598	351	281	96	824	299	487	455	348	287	532	196	338	323	250	162	101	56	140	88
NIGHT COURT(R)					A	16.3	30	1444	1642	317	274	121	748	340	518	438	292	196	533	264	406	339	206	102	162	80	199	133
THU	9.30P	30	NBC	3	B	17.0	31	1503	1612	328	281	109	727	331	513	436	292	178	534	250	400	344	226	104	165	81	185	125
	207	99	CS	11	C	18.4	32	1630	1591	324	275	109	734	324	509	446	300	186	524	242	379	333	220	115	158	84	174	112
OHARA(R)					A	6.8	14	602	1589	271	181	69^	809	208	365	342	373	365	571	179	283	225	245	259	75^	21v	134	84^
SAT	9.00P	60	ABC	2	B	6.8	14	602	1600	271	196	61^	744	185	353	335	364	326	632	188	338	289	300	256	75^	21^	149	92
	198	98	OP	22	C	7.6	14	676	1659	279	205	57	781	164	377	387	412	345	630	153	330	329	334	252	83	35^	165	111
	9.00 - 9.30				A	6.1	13	540	1619	254	174	66^	805	207	352	329	368	375	598	197	305	236	246	266	78^	22v	138	86^
	9.30 - 10.00				A	7.4	15	656	1585	288	189	72^	823	212	380	358	382	362	556	167	269	219	248	257	74^	21v	132	83^
PERFECT STRANGERS(R)					A	8.7	21	771	1629	293	207	73^	791	263	418	348	330	313	422	154	246	235	172	143	153	86	262	175
FRI	8.00P	30	ABC	3	B	9.6	22	854	1625	284	218	75	794	255	428	364	329	319	448	169	267	237	187	144	146	87	237	160
	204	98	CS	20	C	10.3	21	911	1624	275	212	88	782	254	418	386	319	314	443	166	263	244	199	144	135	82	265	170
PRE-DEMOCRATIC CONVENTION(S)					A	4.4	9	390	1468	258	179	58^	736	202	319	295	293	364	563	165	288	306	257	234	49^	10v	122^	87^
SAT	10.00P	60	CBS																									
	206	98	P																									
	10.00 - 10.30				A	4.7	10	416	1500	274	197	77^	746	227	349	317	304	345	549	169	297	315	253	210	57^	13v	147^	100^
	10.30 - 11.00				A	4.2	9	372	1398	235	154^	36v	706	169^	277	264	273	376	564	156^	271	288	257	254	38v	6v	90^	71^
PRESIDENTIAL PORTRAIT					A	9.8	17	871	1508	294	235	85	802	258	456	417	361	299	464	162	278	273	213	149	91	53	150	105
MTTH	9.58P	1	CBS	8	B	9.7	17	855	1533	313	245	81	823	255	455	428	377	316	495	169	286	278	226	168	85	50	130	80
	CONT'D																											

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EVENING CONT'D																												
PRESIDENTIAL PORTRAIT-CONT'D																												
	209	99	DO	102	C	12.6	21	1114	1573	312	235	73	822	238	434	417	385	330	543	175	307	294	261	197	93	45	115	70
RAGS TO RICHES(R)					A	6.2	13	549	1752	311	227	56^	691	229	438	366	339	215	468	170	331	314	248	97^	256	171	337	260
SUN	7.00P	60	NBC	3	B	5.8	14	514	1679	281	208	61^	704	220	418	358	330	245	467	159	308	287	247	125	222	145	286	215
	202	98	CS	3	C	5.8	14	514	1679	281	208	61^	704	220	418	358	330	245	467	159	308	287	247	125	222	145	286	215
	7.00 - 7.30				A	5.7	13	505	1728	299	209	52^	690	203	423	357	361	231	479	158	318	313	264	116^	224	155	335	244
	7.30 - 8.00				A	6.7	14	594	1772	321	242	60^	692	251	452	373	321	201	458	181	342	315	236	81^	283	185	339	273
SIMON & SIMON(R)					A	5.5	10	487	1583	291	213	72^	866	188	410	413	401	395	500	139	258	258	221	201	75^	33v	143	101^
THU	9.00P	60	CBS	3	B	7.2	13	638	1606	291	229	77	838	211	436	411	381	353	503	147	255	261	217	203	98	45^	167	105
	209	99	PD	22	C	11.7	19	1035	1622	282	205	68	824	201	405	400	399	360	561	161	295	296	274	218	99	46	139	86
	9.00 - 9.30				A	5.1	10	452	1560	287	210	75^	863	171	396	408	408	405	485	124^	244	240	223	201	74^	39^	139^	98^
	9.30 - 10.00				A	6.0	11	532	1577	290	212	68^	853	201	416	410	388	380	505	150	264	268	215	198	74^	28v	144	102^
60 MINUTES					A	15.4	33	1364	1525	244	161	61	806	139	282	317	361	458	626	105	247	268	305	331	38^	13^	55	32^
SUN	7.00P	60	CBS	3	B	14.3	33	1267	1496	248	167	47	787	143	280	301	344	442	624	122	250	272	296	323	30	12^	54	32
	213	99	DN	44	C	19.2	34	1704	1551	277	187	41	772	147	297	315	352	414	690	160	315	330	330	321	38	16	50	27
	7.00 - 7.30				A	14.9	33	1320	1512	233	151	60	802	135	276	314	357	460	614	99	241	262	298	330	40^	12v	56	34^
	7.30 - 8.00				A	15.8	33	1400	1546	256	173	63	815	144	289	323	366	459	642	111	254	276	313	334	35^	13^	54	29^
SLAP MAXWELL(R)					A	7.3	13	647	1448	265	214	100	718	279	462	430	320	225	456	196	296	271	180	134	115	63^	159	112
WED	9.30P	30	ABC	3	B	8.1	15	721	1499	284	243	113	758	320	501	435	316	219	466	217	315	274	195	117	108	59	167	110
	211	99	CS	6	C	8.3	15	737	1486	288	239	105	732	301	483	428	316	208	488	223	337	302	211	117	111	57	155	98
SONNY SPOON(R)					A	6.9	14	611	1726	267	209	89^	790	226	469	415	390	278	545	236	365	319	225	138	167	78^	224	164
FRI	9.00P	60	NBC	2	B	7.9	16	700	1677	266	217	77	741	212	448	409	390	245	565	208	347	319	274	163	161	78	210	156
	198	98	PD	7	C	8.6	18	766	1677	265	213	75	747	239	460	426	377	236	559	201	352	315	269	166	157	70	213	147
	9.00 - 9.30				A	6.5	14	576	1763	266	202	83^	790	215	450	404	391	292	570	255	384	325	226	143	168	74^	234	172
	9.30 - 10.00				A	7.3	15	647	1693	268	215	95^	789	237	486	426	389	264	524	220	349	313	224	134	165	82^	215	156
SPENSER: FOR HIRE(R)					A	10.4	20	921	1527	301	237	68^	771	216	443	436	393	281	524	178	327	296	235	175	103	46^	130	76
WED	10.00P	60	ABC	3	B	9.4	18	833	1500	284	223	83	780	237	450	428	396	282	491	177	299	273	219	164	96	43	133	84
	214	99	PD	4	C	9.6	18	851	1485	273	216	79	761	229	437	416	386	273	500	177	300	275	226	171	96	45	127	84
	10.00 - 10.30				A	9.7	18	859	1502	292	236	72^	761	216	450	439	389	273	517	176	323	286	225	180	96	40^	128	76
	10.30 - 11.00				A	11.2	22	992	1535	306	235	64^	772	214	434	430	393	285	524	178	329	302	242	170	109	51^	130	75
SPORTSBREAK-SAT					A	6.0	12	532	1586	312	244	113^	718	246	409	396	328	279	574	227	382	364	258	156	129	60^	164	107^
SAT	9.58P	1	CBS	3	B	6.4	13	564	1603	290	211	95	764	224	384	362	350	341	614	214	367	367	288	204	79	30^	146	86
	206	98	SN	43	C	8.2	15	723	1690	295	226	77	772	226	414	404	363	299	664	217	393	396	325	216	109	44	145	90
SPORTSBREAK-SUN					A	10.2	18	904	1539	301	194	54^	869	195	373	408	424	413	502	96	209	226	244	253	56^	36^	112	66^
SUN	9.54P	1	CBS	3	B	11.2	21	989	1560	284	184	48	827	153	331	359	423	419	600	101	238	264	320	307	47	23^	85	52
	211	99	SN	43	C	16.2	26	1438	1646	335	239	59	866	218	435	435	436	361	612	152	307	313	320	253	80	38	89	55
SUMMER SHOWCASE					A	8.6	15	762	1494	301	226	55^	834	227	449	429	388	322	426	122	243	221	229	154	107	59^	126	76^
CONT'D																												

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EVENING CONT'D																											
SUMMER SHOWCASE-CONT'D																											
TUE 10.00P	60	NBC	3	B	10.1	18	898	1494	277	204	73	733	203	403	391	367	273	569	181	348	331	297	185	98	45	94	55
205	99	DN	3	C	10.1	18	898	1494	277	204	73	733	203	403	391	367	273	569	181	348	331	297	185	98	45	94	55
EVERYBODY'S DOING IT																											
10.00 - 10.30				A	8.9	15	789	1508	300	228	53^	826	246	461	426	372	304	412	124	237	211	217	147	121	69^	149	88
10.30 - 11.00				A	8.4	15	744	1460	299	221	57^	832	203	431	428	401	337	436	118	246	229	240	159	92	49^	100	62^
SUPERCARRIER(R)				A	5.5	13	487	1596	257	202	69^	685	210	392	385	352	227	672	264	400	375	301	224	97^	27v	142	87^
SAT 8.00P	60	ABC	3	B	5.1	12	454	1562	264	203	57^	658	164	350	360	334	247	684	223	398	399	341	222	78	21^	142	88
204	98	A	3	C	5.1	12	454	1562	264	203	57^	658	164	350	360	334	247	684	223	398	399	341	222	78	21^	142	88
8.00 - 8.30				A	5.3	13	470	1568	253	203	65^	684	201	378	385	351	237	655	257	376	349	296	235	94^	29v	134^	79^
8.30 - 9.00				A	5.7	13	505	1622	261	201	73^	686	218	406	384	353	217	687	270	422	399	305	215	100^	25v	148	94^
TOUR OF DUTY(R)				A	6.8	14	602	1599	274	226	117	649	280	439	396	281	176	634	307	462	423	245	148	125	49^	191	109
SAT 9.00P	60	CBS	2	B	6.7	14	589	1668	245	204	109	650	257	415	372	280	198	695	288	472	450	303	184	110	40^	213	124
204	98	GD	16	C	8.1	16	713	1769	257	213	86	659	242	420	383	303	195	737	295	522	497	346	170	159	54	215	147
9.00 - 9.30				A	6.3	13	558	1575	268	223	122	639	291	445	394	267	164	637	314	468	428	245	147	117	45^	183	97^
9.30 - 10.00				A	7.2	15	638	1641	284	232	114	666	274	440	403	298	188	640	306	463	424	249	151	134	54^	201	122
TRACEY ULLMAN SHOW(R)				A	4.2	8	372	1583	279	245	79^	621	313	465	338	242	136^	563	351	478	291	168^	70^	199	108^	199	133^
SUN 9.30P	30	FOX	2	B	4.4	8	385	1626	271	236	105^	635	328	462	347	236	142	569	339	488	329	192	61^	207	114^	214	142
125	87	CS	2	C	4.4	8	385	1626	271	236	105^	635	328	462	347	236	142	569	339	488	329	192	61^	207	114^	214	142
20/20				A	13.0	26	1152	1505	308	227	75	860	215	429	424	428	367	459	123	233	236	210	192	82	55^	105	63
FRI 10.00P	60	ABC	3	B	12.5	25	1110	1543	302	224	82	833	230	426	426	408	344	508	153	279	283	254	185	79	46	122	78
211	99	DN	41	C	12.4	23	1096	1584	296	216	82	807	224	425	430	399	316	585	171	334	347	296	197	83	42	109	70
10.00 - 10.30				A	12.4	25	1099	1490	306	224	76	862	219	430	423	423	365	439	118	217	217	197	192	78	53^	111	68
10.30 - 11.00				A	13.7	27	1214	1508	308	227	73	852	210	425	422	430	366	473	127	246	252	220	191	85	57	99	58
21 JUMP STREET(R)				A	5.2	11	461	1559	309	264	90^	653	313	485	360	273	121^	612	363	493	317	216	84^	142	70^	152	96^
SUN 7.00P	60	FOX	3	B	4.9	11	431	1572	310	263	80^	683	327	515	382	295	129	576	336	457	313	213	76^	153	85	161	101
130	87	OP	44	C	5.4	10	480	1725	346	299	86	698	343	533	419	300	125	538	308	436	323	204	74	252	141	237	149
7.00 - 7.30				A	4.9	11	434	1598	308	261	88^	665	311	485	356	273	136^	628	373	507	314	222	86^	137^	72^	168	106^
7.30 - 8.00				A	5.4	11	478	1553	316	272	93^	654	321	495	370	279	110^	608	360	490	325	213	84^	149	70^	142	90^
227(R)				A	11.6	26	1028	1571	307	238	80	809	280	443	378	316	320	372	129	211	208	174	130	151	96	239	152
SAT 8.30P	30	NBC	3	B	11.5	27	1022	1542	296	223	79	828	272	434	372	320	346	379	120	206	181	171	147	141	90	194	126
204	93	CS	38	C	15.1	28	1342	1697	306	238	74	852	262	435	388	337	370	442	153	249	226	186	163	159	101	244	166
UNSOLVED MYSTERIES(S,R)				A	13.9	26	1232	1580	276	223	89	789	244	469	438	400	263	513	194	344	314	230	135	135	73	142	97
WED 9.00P	60	NBC																									
204	99	SM																									
9.00 - 9.30				A	12.8	24	1134	1549	271	215	87	789	226	460	434	409	270	493	179	334	294	223	135	130	71	137	93
9.30 - 10.00				A	15.0	27	1329	1606	280	230	90	789	260	478	441	392	257	529	207	353	331	235	134	140	75	147	100

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
WEREWOLF(R)				A	1.4	3	124	1678	227^	224^	100v	576	254^	435^	283^	252^	141^	574	301^	441^	342^	221^	127v	345^	209^	183^	61v
SUN 10.30P	30	FOX	3	B	1.3	3	115	1610	248^	227^	70v	503	223^	362	300^	236^	113^	639	323	523	418	262^	108^	254^	135^	214^	120^
81	66	SM	11	C	1.5	3	133	1487	274	233	65^	553	217	383	332	261	140^	593	260	430	381	281	113^	189^	96^	152^	95^
WISEGUY(R)				A	11.1	21	983	1606	266	213	81	736	251	434	386	334	256	630	250	398	359	283	187	108	39^	133	86
WED 10.00P	60	CBS	3	B	10.5	20	927	1601	285	222	71	748	242	436	407	358	257	611	237	389	356	277	176	113	44	128	84
212	99	OP	5	C	11.4	22	1007	1607	276	214	73	767	243	442	404	360	273	622	226	375	356	294	197	96	38	123	81
10.00 - 10.30				A	10.9	20	966	1593	271	219	79	739	248	436	387	334	259	615	244	384	351	274	186	102	40^	137	86
10.30 - 11.00				A	11.2	22	992	1633	263	209	83	739	256	436	390	338	255	650	259	414	371	296	190	114	39^	130	86

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EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	9.0	20	797	245	176	770	161	304	323	348	403	575	144	251	257	255	278	24^	22^	20^	26^	11^	20^
MON-FRI	6.30P	30	ABC	15	B	8.8	19	776	236	168	765	148	295	319	352	403	567	139	253	266	265	263	26^	27^	22^	26^	16^	19^
	211	98	N	208	C	10.4	20	918	228	161	773	148	305	321	369	410	562	126	249	268	269	261	26^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT					A	5.5	14	487	213	143	764	115^	276	290	348	434	617	148	233	258	278	315	22v	26v	28v	16v	30v	22v
SAT	6.30P	30	ABC	3	B	5.2	14	464	202	121	709	94	228	253	318	421	642	150	258	283	310	322	13v	19v	15v	19v	21^	20v
	189	95	N	31	C	6.7	15	590	209	134	733	114	245	266	330	431	626	141	265	290	304	293	28^	25^	26^	33^	25^	21^
ABC WRLD NEWS TONIGHT-SUN					A	6.1	15	540	154	91^	697	98^	194	212	297	448	640	147	255	268	284	321	31^	16v	11v	24v	22v	31^
SUN	6.30P	30	ABC	3	B	5.7	15	508	190	121	685	125	240	263	315	375	654	161	292	301	320	291	31^	28^	23^	29^	25^	25^
	167	87	N	38	C	6.2	13	553	225	159	743	145	283	292	338	405	634	152	293	305	312	283	37^	30^	34^	34^	29^	30^
CBS EVENING NEWS-RATHER					A	9.1	20	808	224	146	753	141	282	287	333	418	556	113	233	231	263	288	28^	15^	23^	36^	20^	23^
MON-FRI	6.30P	30	CBS	15	B	9.3	21	822	222	147	759	142	285	292	328	423	590	118	245	247	275	306	23^	20^	22^	33	19^	21^
	212	99	N	214	C	10.8	21	961	221	137	760	126	267	288	330	437	588	101	223	231	279	326	26^	20^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY					A	5.9	14	523	221	113^	733	75^	201	249	376	455	614	116^	258	263	300	318	38^	6v	17v	26v	27v	24v
SUN	6.00P	30	CBS	3	B	5.5	15	490	222	121	702	101	217	253	347	413	620	119	260	268	312	315	32^	23^	28^	19v	13v	13v
	184	90	N	28	C	6.7	14	589	213	135	699	104	234	260	318	412	665	145	288	296	310	331	30^	20^	24^	19^	17^	14^
CBS SAT. NEWS-SCHIEFFER					A	5.7	15	505	161	78^	728	69^	180	194	310	507	645	88^	198	208	308	404	26v	13v	9v	24v	19v	7v
SAT	6.30P	30	CBS	3	B	4.9	13	434	190	120	731	97	223	231	310	478	678	94	209	232	299	422	22^	22^	24^	31^	24^	16v
	164	91	N	37	C	6.2	14	552	192	117	721	106	215	236	287	454	641	128	246	250	282	355	25^	19^	23^	30^	21^	16^
NBC NIGHTLY NEWS					A	8.7	19	774	193	133	749	131	270	299	327	416	569	130	261	270	273	263	30^	30^	34^	31^	20^	19^
MON-FRI	6.30P	30	NBC	15	B	8.6	19	763	193	133	744	129	266	289	328	416	574	131	254	256	267	277	28^	33^	30^	31^	20^	21^
	204	99	N	209	C	9.8	19	866	206	139	783	128	271	299	340	447	582	131	246	255	260	289	27^	32	27^	31	18^	21^
NBC NIGHTLY NEWS-SUN					A	5.6	13	496	240	164	737	124^	264	257	315	435	688	200	311	335	264	303	38^	37^	45^	34^	30v	36^
SUN	6.30P	30	NBC	3	B	5.5	14	487	183	120	739	112	229	241	292	459	663	145	268	297	293	328	29^	19v	28^	32^	16v	21^
	181	90	N	28	C	6.4	14	567	208	134	768	115	245	270	320	461	658	140	273	288	293	330	30^	26^	27^	28^	26^	22^

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LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	4.9	15	430	1412	247	177	177	79	717	173	335	322	371	321	58^	576	173	316	293	348	323	25^	24^
MWTH	11.30P	30	ABC	12	B	4.9	14	430	1390	233	167	172	69	696	171	322	304	356	320	63^	577	174	312	286	341	316	25^	25^
	211	99	N	167	C	5.4	16	479	1392	251	181	188	67	714	183	355	337	394	356	64	576	182	324	299	356	331	25^	22^
FRI	11.30P	36																										
11.30 - 12.00					A	4.9	15	434	1408	245	176	177	78	713	172	333	321	369	320	59^	577	173	318	295	349	325	25^	24^
12.00 - 12.30					A	4.4	14	390	1359	258	184	173	76^	729	160^	321	321	371	311	41v	487	132^	234	215	270	249	27v	29v
ABC NEWS:NIGHTLINE-TUE					A	4.6	15	408	1415	248	190	186	83^	614	165	325	315	358	312	76^	682	186	370	335	418	388	47^	36v
TUE	11.46P	35	ABC	1	B	4.6	15	408	1415	248	190	186	83^	614	165	325	315	358	312	76^	682	186	370	335	418	388	47^	36v
	195	95	N	9	C	4.3	19	383	1327	229	152	166	50^	644	160	322	308	364	335	70^	596	182	340	315	379	354	28^	14v
11.30 - 12.00					A	5.2	15	461	1433	237	177	178	81^	617	162	323	314	368	322	78^	694	196	383	344	419	397	48^	32v
12.00 - 12.30					A	4.1	14	363	1433	263	207	197	86^	626	171^	334	325	357	311	76^	688	182	368	335	427	389	46^	39v
ABC WEEKEND REPORT-SAT.					A	1.7	5	151	1387	298^	217^	189^	110^	704	260^	402^	376^	471	406^	89v	506	148^	277^	254^	300^	275^	40v	59v
SAT	11.30P	15	ABC	3	B	1.6	5	139	1398	362	255^	256^	105^	738	244^	383	364	456	377	82^	498	179^	296	271	317	274	30v	30v
	137	75	N	42	C	2.0	6	176	1420	307	226	230	81^	717	201	390	368	433	390	77^	545	194	331	307	371	334	23v	42^
ABC WEEKEND REPORT-SUN.					A	2.3	11	204	1362	283^	240^	200^	97^	684	237^	452	452	503	424	21v	505	161^	340	340	356	337	<<	20v
SUN	11.30P	15	ABC	3	B	2.1	10	189	1464	254	204	189	122^	710	293	466	447	501	425	64^	600	242	416	390	421	385	15v	35v
	147	81	N	42	C	2.2	9	192	1377	258	204	208	70^	660	200	376	364	426	383	72^	587	218	389	367	430	399	34^	28v
CBS LATE NIGHT I					A	3.8	13	333	1492	313	233	250	98^	727	230	430	389	454	422	113	551	233	367	337	379	322	54^	40^
MON	11.30P	64	CBS	15	B	3.6	13	319	1493	318	239	244	99	734	225	432	399	455	416	110	547	224	353	320	365	314	55^	47^
	168	83	FF	182	C	3.7	14	324	1380	281	214	219	83	730	216	406	379	431	392	80	520	188	327	306	352	311	32^	30^
TUE&THU	11.30P	66																										
WED	11.30P	65																										
FRI	11.30P	69																										
11.30 - 12.00					A	4.0	12	356	1502	320	234	246	99	736	237	437	397	462	426	101	548	224	360	339	381	326	52^	40^
12.00 - 12.30					A	3.6	14	319	1495	310	234	255	98^	726	226	426	385	450	421	122	558	243	375	339	382	321	54^	40^
12.30 - 1.00					A	3.1	14	272	1515	315	238	263	103^	732	231	438	390	456	433	151	569	258	390	336	378	319	67^	43^
CBS LATE NIGHT II					A	2.6	13	228	1468	286	224	251	108^	697	243	445	392	452	428	146^	572	254	397	353	399	329	59^	44^
MON	12.34A	52	CBS	15	B	2.4	12	210	1444	292	223	231	103^	707	229	430	395	444	406	121^	539	230	366	332	376	317	59^	48^
	168	83	FF	208	C	2.4	14	211	1338	292	225	225	92^	703	233	422	393	440	397	88^	506	205	350	326	373	324	30v	33^
TUE	12.36A	43																										
WED	12.35A	48																										
THU	12.36A	49																										
FRI	12.39A	54																										
12.30 - 1.00					A	2.6	13	232	1465	298	230	257	110^	709	241	442	391	452	427	138^	557	246	383	337	385	322	57^	45^
1.00 - 1.30					A	2.5	14	224	1469	273	217	244	107^	683	245	446	393	451	427	155	587	263	411	369	413	335	61^	42^
1.30 - 2.00					A	2.0	11	177	1629	354^	272^	325^	135^	794	277^	544	461	540	522	116^	626	236^	407	387	425	381	90v	35v
CBS NEWS NIGHTWATCH-1					A	0.8	8	74	1203	230^	167^	189^	35v	620	156^	314^	313^	373^	351^	71v	504	175^	351^	325^	339^	307^	28v	13v
CONT'D																												

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LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-1-CONT'D																													
	M-THSU	2.00A	30	CBS	15	B	0.8	7	71	1196	249^	182^	195^	51v	648	213^	351^	349^	388	347^	62v	439	151^	279^	265^	278^	251^	35v	20v
		48	54	N	195	C	0.9	9	78	1234	277^	201^	215^	61v	685	218^	381	359	410	381	66v	457	170^	299^	279^	334	300^	20v	19v
CBS NEWS NIGHTWATCH-2						A	0.8	9	69	1347	274^	147^	193^	76v	643	220^	323^	287^	377^	354^	111v	618	235^	426^	402^	466^	389^	18v	17v
	M-THSU	2.30A	30	CBS	15	B	0.9	10	76	1330	285^	181^	201^	95^	681	241^	385	347^	389	357	118^	487	196^	336^	317^	356	288^	55v	47v
		62	62	N	208	C	0.9	11	79	1208	298^	198^	211^	63v	671	214^	372	348	399	372	69v	443	166^	285^	268^	326	288^	23v	21v
CBS NEWS NIGHTWATCH-3						A	0.6	11	57	1176	295^	163^	193^	58v	637	174^	322^	290^	338^	322^	77v	462^	205^	291^	262^	306^	272^	29v	19v
	M-THSU	3.00A	180	CBS	15	B	0.7	12	63	1199	287^	173^	189^	61v	639	196^	351^	328^	358^	333^	79v	419^	173^	261^	237^	281^	243^	35v	51v
		77	73	N	213	C	0.8	15	73	1122	288^	173^	193^	56v	677	178^	319^	300^	366	338^	53v	364	139^	222^	213^	255^	219^	14v	16v
		3.00 - 3.30				A	0.8	11	67	1217	295^	173^	200^	81v	634	221^	334^	300^	366^	333^	93v	493^	199^	328^	298^	355^	306^	33v	23v
		3.30 - 4.00				A	0.7	12	64	1156	307^	202^	183^	99v	649	221^	363^	300^	327^	301^	71v	432^	214^	311^	279^	309^	277^	29v	19v
		4.00 - 4.30				A	0.7	12	58	1146	286^	170^	185^	74v	634	200^	340^	298^	327^	306^	71v	429^	200^	278^	244^	283^	255^	32v	22v
		4.30 - 5.00				A	0.6	12	57	1125	264^	139v	189^	60v	609	155^	307^	271^	323^	313^	70v	426^	196^	264^	230^	276^	249^	31v	31v
		5.00 - 5.30				A	0.6	13	57	1057	248^	105v	164^	<<	551^	99v	239^	239^	298^	298^	56v	456^	189^	256^	240^	291^	261^	10v	<<
		5.30 - 6.00				A	0.6	12	55	974	276^	133v	177^	<<	539^	72v	236^	235^	278^	278^	74v	388^	169^	206^	185^	216^	189^	26v	<<
CBS SUNDAY NEWS						A	2.8	6	248	1495	281	196^	217^	31v	789	135^	388	371	430	416	39v	558	103^	262	261	324	324	63v	<<
	SUN	11.30P	15	CBS	3	B	3.1	7	275	1500	251	167	182	46^	743	115^	308	293	360	342	72^	597	112^	268	260	319	296	73^	17v
		118	62	N	43	C	3.2	7	284	1475	284	201	207	54^	804	161	375	361	407	374	57^	573	135	288	275	321	295	30^	16v
DAVID LETTERMAN I						A	4.2	19	376	1388	225	196	165	139	544	247	386	342	371	318	225	548	329	434	385	406	307	136	68^
	MON-FRI	12.30A	30	NBC	14	B	4.1	19	361	1355	232	203	183	124	567	254	408	359	387	345	207	514	305	407	357	377	294	128	62^
		205	99	GV	208	C	3.9	19	347	1374	274	232	206	119	652	278	445	402	438	381	166	574	324	450	399	428	344	54^	40^
DAVID LETTERMAN II						A	3.5	20	314	1403	235	209	172	159	549	275	412	358	391	333	252	539	351	438	384	405	283	142	74^
	MON-FRI	1.00A	30	NBC	14	B	3.4	20	304	1368	230	206	180	138	567	272	425	366	393	348	228	518	327	417	360	379	278	132	64^
		205	99	GV	208	C	3.2	20	285	1359	272	235	203	126	633	290	450	405	436	374	183	582	356	471	415	444	348	54^	38^
FRIDAY NIGHT VIDEOS						A	2.5	16	222	1439	282^	255^	158^	187^	582	311	447	429	456	328	211^	436	286^	379	313	319	239^	142^	100^
	FRI	1.30A	60	NBC	3	B	2.4	16	213	1305	230	207	159^	141^	553	280	414	384	405	329	219	437	289	378	308	316	236	116^	89^
		174	96	PC	42	C	2.6	17	232	1408	263	236	195	167	595	327	466	413	437	355	230	569	400	488	406	430	336	102^	63^
		1.30 - 2.00				A	2.7	16	239	1414	277	250^	156^	176^	564	286	433	416	440	322	220^	460	294	390	329	338	254^	139^	93^
		2.00 - 2.30				A	2.3	17	204	1468	288^	261^	161^	200^	602	341	463	444	475	335	200^	408	277^	365	294^	296^	221^	145^	107^
G MICHAELS SPORTS MACHINE						A	2.0	6	177	1493	212^	142^	156^	84v	460	146^	267^	247^	286^	252^	229^	680	346^	543	463	465	387	130^	29v
	SUN	11.30P	15	NBC	3	B	2.0	7	177	1456	254	187^	193^	77^	558	193^	343	328	367	325	183^	680	319	518	457	484	415	93^	24v
		82	55	SC	44	C	1.9	7	171	1483	269	222	219	92^	603	208	397	377	417	368	198	731	346	532	466	515	418	55^	38v
LATE SHOW-FOX						A	1.2	4	108	1311	197^	176^	157^	149^	476	260^	350	316	336	284^	150^	433	235^	363	343	360	308^	145^	133^
	MON-FRI	11.30P	60	FOX	15	B	1.2	4	105	1334	223^	195^	168^	141^	513	251^	367	333	355	298	154^	477	272	391	361	389	330	123^	102^
		109	80	GV	209	C	1.4	4	127	1427	283	251	219	147^	628	326	474	427	460	393	177^	579	352	478	405	435	364	69^	60^
		11.30 - 12.00				A	1.3	4	113	1324	215^	190^	174^	167^	507	275^	369	333	355	294^	138^	420	217^	353	336	355	306	141^	137^
		12.00 - 12.30				A	1.1	4	97	1369	187^	170^	145^	137^	466	258^	348	313^	333^	288^	171^	470	268^	393	371	386	327^	157^	135^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.11–17,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
SATURDAY NIGHT					A	7.2	23	638	1625	279	232	177	220	671	309	474	399	437	346	215	598	333	466	412	438	345	105	107
SAT	11.30P	81	NBC	2	B	7.1	22	625	1549	281	230	189	184	652	294	450	394	435	353	193	560	281	428	384	412	333	108	92
	200	99	GV	33	C	7.8	24	694	1548	300	252	225	151	663	305	475	430	466	403	154	593	304	470	425	459	401	99	87
	11.30 - 12.00				A	8.7	24	771	1613	294	233	192	190	691	287	469	408	457	373	179	610	301	449	408	437	361	85	99
	12.00 - 12.30				A	6.6	22	585	1674	281	240	169	245	673	331	493	410	442	340	228	600	351	479	425	450	347	121	112
	12.30 - 1.00				A	5.8	22	514	1603	247	222	164	247	638	326	461	367	395	305	276	579	377	491	409	430	316	123^	118^
TONIGHT SHOW					A	5.8	19	516	1440	246	186	176	118	668	215	380	345	389	336	139	533	226	350	322	348	286	85	59^
MON-FRI	11.30P	60	NBC	15	B	5.4	18	483	1414	251	187	186	104	668	207	383	346	392	355	129	516	219	339	308	336	283	86	57
	202	99	GV	206	C	6.0	20	535	1402	272	211	206	92	727	225	413	382	430	388	100	540	215	349	323	359	308	43^	34^
	11.30 - 12.00				A	6.2	18	548	1454	254	191	183	119	688	213	384	351	400	345	121	537	211	338	315	342	285	75	55^
	12.00 - 12.30				A	5.5	20	487	1414	237	179	167	117	641	216	372	336	374	324	159	526	243	362	328	353	285	94	63^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 11–17, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.1	14	101	58v	254^	224^	493	181^	360	351	272^	109^	676	209^	429	385	368	209^	<<	17v	<<	22v	12v
MON-FRI	6.15A	15	ABC	15	B	1.1	13	97	57v	269^	242^	543	176^	385	364	312	133^	585	166^	360	356	328	186^	<<	16v	13v	26v	33v
	135	81	N	210	C	1.4	14	120	64^	273	226	614	176^	384	386	349	187^	491	141^	305	327	290	140^	15v	21v	13v	17v	15v
ABC WORLD NEWS-MORN-645A					A	1.9	16	165	44v	243	193^	561	183^	358	357	281	173^	592	151^	344	344	335	199^	<<	11v	14v	27v	25v
MON-FRI	6.45A	15	ABC	15	B	1.9	17	167	44^	252	197	579	197	363	356	278	191	551	129^	320	343	334	173	<<	9v	13v	23v	28v
	183	92	N	209	C	2.2	16	197	63^	280	219	616	193	385	397	316	188	486	123^	275	306	294	152	30v	29v	20v	25v	28v
BEFORE HOURS					A	0.6	8	53	31v	292^	198^	721	198^	399^	468^	388^	218^	367^	117v	185^	211^	191^	113v	17v	<<	<<	<<	<<
MON-FRI	6.15A	15	NBC	15	B	0.7	10	60	62v	305^	217^	679	224^	402^	443^	332^	191^	430^	158^	234^	228^	197^	148^	20v	<<	<<	<<	<<
	148	86	N	210	C	0.7	9	66	66v	304^	249^	611	171^	366^	376^	325^	197^	428	188^	261^	244^	159^	128^	37v	20v	14v	14v	16v
CBS MORNING NEWS- 6:30AM					A	0.8	9	69	23v	232^	154^	579	97v	284^	252^	328^	278^	485	213^	277^	213^	196^	174^	38v	14v	25v	<<	23v
MON-FRI	6.30A	30	CBS	15	B	0.8	9	71	30v	230^	150^	528	115^	253^	236^	272^	237^	460	160^	239^	224^	214^	185^	18v	30v	15v	12v	25v
	137	83	N	215	C	1.2	11	103	56v	256	150^	588	131^	288	321	350	232^	430	108^	201^	212^	233^	187^	19v	12v	24v	17v	26v
CBS THIS MORNING-1					A	2.0	12	174	63^	253	170^	669	137^	320	335	363	288	453	125^	204	205	180^	228	21v	5v	18v	10v	22v
MON-FRI	7.30A	30	CBS	15	B	1.9	12	172	64^	230	142^	647	121^	286	320	328	296	480	120^	233	227	216	228	18v	13v	20v	17v	27v
	203	98	N	165	C	2.1	11	189	50^	193	130^	657	118^	275	292	313	336	454	90^	211	214	218	217	18v	10v	20v	20v	24v
CBS THIS MORNING-2					A	2.1	10	184	68^	155^	112^	686	116^	299	298	367	346	399	78^	170^	168^	192	204	29v	9v	18v	25v	27v
MON-FRI	8.30A	30	CBS	15	B	2.1	10	190	63^	190	130^	700	125^	278	296	350	366	410	78^	188	181	205	200	23v	16v	33v	21v	35^
	203	98	N	165	C	2.3	10	205	47^	150	96^	706	124^	244	256	315	417	406	75^	164	166	177	217	11v	10v	24v	25v	25v
GOOD MORNING, AMERICA-730					A	3.4	20	298	51^	291	224	674	199	369	368	339	249	480	103^	234	248	238	204	4v	10v	10v	16v	19v
MON-FRI	7.30A	30	ABC	15	B	3.4	20	298	61^	259	198	656	191	354	350	328	251	451	100	226	241	227	188	4v	7v	12v	16v	18v
	214	99	N	209	C	4.1	20	367	57^	245	185	705	170	375	391	366	280	425	99	199	218	219	187	13v	7v	21^	23^	27^
GOOD MORNING, AMERICA-830					A	3.5	16	308	92^	209	172	754	191	374	392	376	317	358	82^	179	165	175	160	3v	20v	25v	20v	27v
MON-FRI	8.30A	30	ABC	15	B	3.6	17	323	94	205	162	743	203	372	383	361	311	355	78^	186	183	184	146	7v	15v	29^	24^	31^
	213	99	N	209	C	4.3	19	378	73	200	156	758	166	360	381	389	342	365	70	153	171	195	172	9v	8v	23^	25^	24^
NBC NEWS AT SUNRISE					A	1.7	20	147	36v	276	194^	662	101^	337	381	434	251	501	136^	266	286	309	163^	9v	<<	6v	12v	<<
MON-FRI	6.00A	30	NBC	15	B	1.7	20	148	48^	280	199	651	116^	342	380	416	238	501	130^	247	274	285	178^	10v	4v	10v	9v	<<
	201	98	N	210	C	2.0	20	176	59^	302	235	640	138^	366	391	382	216	493	126^	235	257	251	204	24v	30v	13v	16v	19v
TODAY SHOW-7.30AM					A	4.0	23	351	45^	276	212	711	130	352	375	392	317	406	113	200	199	188	171	9v	4v	20v	17v	19v
MON-FRI	7.30A	30	NBC	15	B	3.8	23	336	52^	254	191	706	125	330	362	385	326	429	110	217	220	217	175	9v	7v	18v	16v	17v
	205	99	N	210	C	4.5	22	399	51^	221	162	690	127	326	349	375	318	465	106	218	222	227	220	14v	10v	22^	19^	26^
TODAY SHOW-8.30AM					A	3.9	18	347	45^	251	208	772	131	340	338	404	395	349	86^	150	153	153	170	22v	3v	26^	13v	20v
MON-FRI	8.30A	30	NBC	15	B	3.9	19	344	49^	223	173	744	109	309	324	408	392	365	81	160	163	172	177	21^	8v	24^	18v	21^
	205	99	N	210	C	4.6	21	406	53^	173	134	734	117	306	325	382	386	408	88	181	181	193	206	10v	8v	21^	17^	17^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN	A	6.8	21	601	124	221	199	183	796	374	568	443	475	319	196	274	67	30^	109	74	73	89	58	104
MON-FRI 1.00P 60 ABC 15	B	6.7	21	590	129	231	208	184	804	385	582	453	487	318	187	262	57	32^	100	68	70	87	61	96
217 99 DD 208	C	7.3	25	651	145	239	212	152	849	386	584	459	506	343	217	263	70	16^	46	35^	55	59	70	44
1.00 - 1.30	A	6.5	20	574	124	218	197	185	800	371	567	441	472	324	203	276	68	32^	112	78	75	93	59	108
1.30 - 2.00	A	7.0	22	624	125	225	201	182	797	380	573	448	481	316	191	275	66	29^	106	71	71	86	57	101
AMERICAN TREASURY	A	4.4	14	387	83^	223	171	129	838	211	412	306	360	375	371	257	104	43^	36^	28^	50^	47^	36^	61^
MWF 3.58P 1 CBS 8	B	4.5	15	400	84	242	183	146	862	231	438	329	383	399	370	254	100	34^	61^	45^	49^	58^	39^	69^
196 92 DO 123	C	4.6	15	410	91	195	142	131	876	231	423	328	380	376	401	276	127	27^	56^	49^	38^	50^	38^	50^
ANOTHER WORLD	A	5.0	17	447	90	155	130	183	766	223	411	316	371	361	299	219	80	75^	183	128	79	72^	67^	84
MW-F 2.00P 60 NBC 13	B	5.2	17	461	84	182	159	203	760	237	429	321	372	358	280	241	78	59	179	127	73	76	67	82
202 99 DD 203	C	5.0	17	444	82	190	166	160	854	270	460	340	399	366	335	264	103	28^	77	56^	35^	51^	49^	37^
TUE 2.00P 9																								
& 2.31P 29																								
2.00 - 2.30	A	5.1	17	455	92	154	129	183	753	225	404	307	362	345	295	223	79	76	189	127	86	68^	69^	85
2.30 - 3.00	A	5.0	17	445	87	155	130	180	768	219	412	319	376	371	299	213	80	72^	176	127	72^	76	65^	82
ANOTHER WORLD(B)	A	1.4	5	124	64v	212^	163^	277^	755	136^	387^	300^	392^	453^	276^	228^	111v	99v	344^	264^	43v	36v	36v	43v
TUE 2.09P 22 NBC																								
70 31 DD																								
2.00 - 2.30	A	1.4	5	124	63v	212^	163^	280^	756	136^	387^	300^	393^	455^	277^	227^	110v	99v	348^	266^	43v	36v	36v	43v
2.30 - 3.00	A	1.4	5	124	71v	206^	161^	221^	719	149^	381^	300^	386^	421^	252^	241^	135^	92v	264^	208^	40v	42v	42v	40v
AS THE WORLD TURNS	A	6.7	22	596	112	203	159	147	870	267	436	317	368	359	384	235	100	36^	68	40^	50^	58	45^	64
MW-F 2.00P 60 CBS 15	B	6.7	22	592	104	195	153	156	875	251	436	322	369	359	393	247	102	41^	86	57	51	62	48	66
210 99 DD 210	C	6.6	23	581	97	169	125	117	904	230	417	320	375	376	433	268	121	21^	36^	32^	38^	48	47	39^
TUE 2.00P 10																								
& 2.34P 26																								
2.00 - 2.30	A	6.8	22	604	113	205	163	146	875	270	438	319	371	357	387	240	101	37^	66	39^	54^	56	43^	67
2.30 - 3.00	A	6.6	22	585	111	202	157	149	871	267	437	317	367	364	385	233	99	36^	71	42^	47^	60	46^	61
BOLD AND THE BEAUTIFUL	A	5.5	17	486	90	198	162	106	829	229	389	301	350	356	390	262	105	45^	53^	33^	64^	54^	40^	78
MON-FRI 1.30P 30 CBS 15	B	5.5	18	486	90	193	158	119	854	227	413	322	367	363	396	253	106	45^	61	41^	62	64	49^	77
198 93 DD 208	C	5.3	18	469	93	181	138	103	886	224	409	319	369	379	427	286	120	21^	26^	23^	45^	52^	53^	44^
CLASSIC CONCENTRATION	A	4.0	16	355	62^	112	76^	66^	717	138	264	220	275	300	397	295	151	59^	41^	42^	97	83^	62^	117
MW-F 10.30A 30 NBC 14	B	3.9	16	345	66^	107	74^	73^	707	147	261	214	276	295	383	274	135	66^	69^	50^	96	94	61^	129
144 79 QG 205	C	3.6	15	315	82	138	102	77^	791	173	329	267	335	334	395	319	146	28^	33^	28^	55^	70^	70^	55^
TUE 10.30A 3																								
& 10.44A 16																								
DAYS OF OUR LIVES	A	7.5	23	663	96	149	128	220	724	247	418	285	329	311	262	235	92	60	179	120	90	80	68	102
MON-FRI 1.00P 60 NBC 14	B	7.4	24	658	87	169	146	243	734	260	439	299	341	318	254	243	91	59	193	137	77	87	68	96
CONT'D																								

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JUL. 11–17, 1988

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MONDAY-FRIDAY DAYTIME CONT'D																											
DAYS OF OUR LIVES-CONT'D																											
205	99	DD	207	C	6.9	23	613	90	183	157	188	839	287	479	346	406	356	300	263	100	32^	95	74	39^	55	52	42
1.00 - 1.30				A	7.3	23	643	92	150	126	223	727	239	410	273	318	310	273	240	94	63	179	120	89	78	69	98
1.30 - 2.00				A	7.6	24	677	100	149	131	218	727	255	430	298	342	315	254	232	91	58	182	121	91	82	67	106
FAMILY FEUD				A	3.3	14	296	73^	155	129	109^	614	190	345	265	302	294	231	276	99^	69^	93^	59^	123	79^	45^	157
MON-FRI 10.00A	30	CBS	10	B	3.4	14	297	81^	185	149	101	635	192	347	274	317	308	245	284	94^	62^	88^	58^	122	78^	51^	149
175	84	QP	10	C	3.4	14	297	81^	185	149	101	635	192	347	274	317	308	245	284	94^	62^	88^	58^	122	78^	51^	149
GENERAL HOSPITAL				A	7.4	25	653	113	202	168	143	817	333	492	394	454	335	264	272	88	26^	86	55	62	57	41^	79
MW-F 3.00P	60	ABC	15	B	7.2	24	635	110	213	174	156	824	339	506	396	453	333	260	245	82	22^	89	55	49	67	47	70
217	99	DD	208	C	7.8	26	688	122	231	193	162	862	358	535	412	464	338	275	231	86	23^	69	49	43	55	54	44
TUE 3.00P	37																										
& 3.54P	6																										
3.00 - 3.30				A	7.2	25	641	114	200	168	144	809	337	495	395	449	326	260	271	89	25^	86	54	65	62	44^	83
3.30 - 4.00				A	7.5	25	663	112	205	168	143	828	329	490	394	462	346	270	274	87	28^	87	57	60	52	36^	75
GROWING PAINS M-F				A	3.9	15	347	94^	183	165	185	538	258	402	291	318	220	108	235	48^	94^	196	120	117	186	94^	209
MON-FRI 11.00A	30	ABC	5	B	3.9	15	347	94^	183	165	185	538	258	402	291	318	220	108	235	48^	94^	196	120	117	186	94^	209
153	77	CS	5	C	3.9	15	347	94^	183	165	185	538	258	402	291	318	220	108	235	48^	94^	196	120	117	186	94^	209
GUIDING LIGHT				A	5.9	20	523	83	212	158	144	859	237	426	323	368	395	388	231	102	43^	76	52^	43^	70	48^	65
MW-F 3.00P	60	CBS	14	B	5.8	19	517	89	230	175	162	881	251	447	334	380	392	388	232	101	40^	86	63	47^	64	42^	69
209	99	DD	207	C	6.0	20	533	93	195	144	127	895	235	430	335	383	387	417	257	118	20^	52	43^	36^	51	44^	43^
TUE 3.00P	37																										
& 3.58P	2																										
3.00 - 3.30				A	5.9	20	525	86	206	152	143	849	241	419	318	361	386	386	233	105	45^	78	55^	46^	74	53^	67
3.30 - 4.00				A	5.8	19	517	81	221	165	147	879	235	437	331	379	410	394	231	100	40^	73	50^	41^	66	44^	64^
HOME				A	2.7	10	243	128^	240	204	156	773	290	498	385	427	359	233	296	66^	26v	95^	52^	70^	101^	71^	99^
MON-FRI 11.30A	30	ABC	15	B	2.8	11	252	109	252	212	139	752	284	476	379	423	350	232	283	69^	35^	93^	54^	78^	108	69^	116
176	89	[A	130	C	2.6	11	230	142	245	208	105^	786	312	519	433	476	363	225	256	63^	22v	40^	29^	55^	65^	69^	51^
LOVING				A	3.6	12	315	142	227	202	139	770	350	504	409	432	300	242	272	84^	30^	82^	61^	63^	83^	54^	92^
MON-FRI 12.30P	30	ABC	15	B	3.6	12	318	134	230	203	147	783	361	518	414	442	299	237	258	76^	34^	84	60^	58^	81^	56^	84
177	89	DD	208	C	4.0	14	357	141	241	220	139	829	383	565	448	486	322	226	241	61^	18^	43^	33^	64^	56^	73	47^
NBC NEWS DIGEST-DAYTIME				A	4.4	15	387	86^	138	112	168	713	209	392	316	370	346	267	216	61^	73^	177	123	72^	82^	70^	84^
MWF 2.57P	1	NBC	9	B	4.4	15	391	85	178	151	178	722	217	406	319	369	349	267	280	87	54^	169	121	62^	75	61^	76
190	92	N	125	C	4.5	15	400	74	186	161	163	822	249	445	332	386	370	323	274	96	32^	93	69	36^	50^	47^	40^
NEW CARD SHARKS				A	3.6	14	315	83^	150	123	75^	604	172	320	269	306	319	247	338	142	52^	58^	49^	110	86^	56^	141
MON-FRI 10.30A	30	CBS	15	B	3.4	14	299	79^	172	136	71^	636	171	320	270	314	334	272	345	144	51^	57^	42^	102	91	47^	146
165	81	QP	210	C	3.1	13	270	76^	134	99	59^	697	176	315	265	318	333	330	414	230	27^	28^	20v	73^	73^	76^	70^
NEWSBREAK-11.57				A	5.3	19	466	63^	130	102	96	651	143	286	223	265	307	324	341	174	57^	74	56^	114	91	46^	160
CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
NEWSBREAK-11.57-CONT'D																												
MON-FRI	11.57A	2	CBS	15	B	5.1	19	449	59^	160	125	100	704	165	311	242	289	314	346	341	165	55^	71	49^	93	79	43^	129
	175	81	N	209	C	5.0	20	447	65	159	119	75	744	177	318	255	302	306	379	406	207	23^	29^	22^	58	63	65	56^
NEWSBREAK-3.44					A	5.1	17	447	91	232	176	162	889	252	449	335	380	405	396	227	103	42^	82	54^	40^	57^	33^	64^
MON	3.41P	1	CBS	13	B	4.9	16	437	95	244	184	167	905	265	459	343	390	394	399	229	104	44^	84	66	47^	58^	33^	72
	194	93	N	206	C	5.2	17	456	94	199	152	123	894	235	415	322	368	376	433	257	120	21^	54^	42^	36^	54^	42^	48^
WED	3.44P	1																										
THU	3.40P	1																										
FRI	3.48P	1																										
ONE LIFE TO LIVE					A	6.7	22	590	131	187	165	167	802	358	528	413	456	323	231	257	84	31^	93	67	76	81	54^	103
MW-F	2.00P	60	ABC	15	B	6.7	22	591	134	196	170	174	817	366	550	426	471	329	222	242	80	33^	93	63	69	86	62	93
	216	99	DD	206	C	7.4	25	654	146	220	190	156	864	376	569	440	492	353	243	228	83	17^	50	36^	48	60	66	42
TUE	2.00P	10																										
	& 2.30P	30																										
	2.00 - 2.30				A	6.5	21	578	128	188	167	166	795	356	527	414	455	324	227	263	85	33^	95	70	77	84	56^	106
	2.30 - 3.00				A	6.8	22	599	135	186	164	168	810	362	530	413	458	324	235	253	84	29^	91	65	75	79	53^	101

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
PRICE IS RIGHT 1					A	5.7	22	505	72	124	87	90	601	139	259	199	228	264	314	327	144	59^	75	53^	143	104	74	172
MON-FRI	11.00A	30	CBS	15	B	5.6	22	498	62	148	111	81	635	142	273	219	251	281	330	348	150	57	70	47^	120	99	58	160
	211	99	AP	209	C	5.1	22	449	66	138	95	73	710	164	292	230	269	296	379	421	219	26^	28^	22^	74	73	74	73
PRICE IS RIGHT 2					A	7.2	27	641	64	122	85	88	616	132	246	187	222	265	335	355	170	61	76	56	126	107	61	172
MON-FRI	11.30A	30	CBS	15	B	7.2	28	639	56	145	108	88	649	147	272	209	246	273	340	360	165	58	68	48	112	101	55	157
	211	99	AP	211	C	6.5	27	576	61	142	101	73	722	165	292	229	270	287	390	426	224	25^	28^	22^	70	69	72	67
RYAN'S HOPE					A	2.2	8	197	132^	191	174	159^	748	355	504	397	422	287	217	319	73^	41v	82^	78^	72^	105^	79^	98^
MON-FRI	12.00N	30	ABC	15	B	2.3	8	202	136	215	196	160	777	380	544	431	460	293	204	284	69^	34^	87^	62^	83^	118^	94^	107^
	161	80	DD	208	C	2.7	10	240	144	241	219	131	821	396	577	474	513	316	205	264	53^	21v	53^	37^	77^	65^	86^	56^
SALE OF THE CENTURY					A	3.3	13	291	70^	146	102^	61^	800	148	277	227	278	311	472	350	161	45^	25v	32^	74^	50^	58^	65^
MON-FRI	10.00A	30	NBC	14	B	3.2	14	287	62^	128	84^	52^	768	128	238	201	267	305	464	338	167	40^	47^	31^	72^	56^	47^	81^
	148	81	QG	205	C	3.1	14	275	63^	140	104	51^	781	143	299	259	313	314	428	384	190	19v	27^	20v	50^	51^	57^	44^
SANTA BARBARA					A	4.2	14	376	81^	151	131	195	778	215	418	316	369	374	307	220	78^	51^	166	128	55^	50^	48^	58^
MW-F	3.00P	60	NBC	13	B	4.3	14	380	82	164	142	198	756	220	422	316	362	367	288	248	84	52^	158	125	61^	54^	53^	62^
	197	97	DD	203	C	4.6	16	412	88	173	145	179	815	250	446	327	393	378	303	264	98	30^	113	79	37^	52^	49^	39^
TUE	3.00P	37																										
	& 3.53P	7																										
	3.00 - 3.30				A	4.2	14	374	81^	149	130	196	774	215	420	316	365	371	304	216	75^	53^	164	127	53^	54^	48^	58^
	3.30 - 4.00				A	4.2	14	375	82^	155	134	196	789	217	419	319	377	380	312	226	82^	50^	169	130	57^	47^	47^	57^
SCRABBLE					A	4.4	15	390	62^	128	93	95	698	137	292	241	293	329	354	335	159	87	92	95	85^	83^	63^	106
MON-FRI	12.30P	30	NBC	14	B	4.3	14	378	49^	146	110	104	709	138	297	246	295	323	362	322	147	84	99	91	81	84	62^	103
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.11-17,1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
SCRABBLE-CONT'D																												
	161	83	QG	220	C	4.0	14	356	58^	135	101	76	788	145	301	246	302	329	432	344	177	30^	38^	37^	47^	54^	53^	48^
SUPER PASSWORD					A	3.3	12	297	61^	143	120	103^	731	148	310	246	299	280	369	272	128	69^	82^	76^	96^	103^	79^	120
MW-F	12.00N	30	NBC	13	B	3.4	12	305	53^	132	108	110	687	147	288	233	283	263	349	268	126	75^	109	86^	100	99	70^	129
	160	74	QG	205	C	3.4	13	297	67^	118	87	82^	768	155	301	242	291	297	418	325	171	27^	43^	35^	53^	59^	62^	50^
TUE	12.00N	9																										
SUPER PASSWORD(B)					A	2.5	9	222	95^	95^	60v	102^	712	192^	278^	208^	246^	233^	396	238^	152^	78^	106^	85^	51v	95^	37v	108^
TUE	12.09P	21	NBC																									
	131	53	QG																									
WHEEL OF FORTUNE					A	5.0	19	443	47^	153	119	63^	785	147	296	243	296	344	436	323	172	39^	25^	29^	78	65^	54^	88
MON-FRI	11.00A	30	NBC	13	B	5.0	20	440	51^	140	108	73	777	148	288	234	291	334	432	312	163	38^	42^	36^	76	72	59^	89
	206	98	QG	206	C	5.3	22	471	64	157	111	71	816	160	304	248	310	330	449	349	181	19^	26^	22^	42^	54^	60	36^
WIN, LOSE OR DRAW					A	4.6	17	408	77^	157	126	130	721	188	371	284	321	336	313	271	106	69^	96	77^	111	108	96	124
MON-FRI	11.30A	30	NBC	13	B	4.5	17	401	72	151	122	130	695	176	344	271	311	326	311	266	99	72	122	88	103	110	90	122
	184	88	QG	219	C	4.2	17	369	87	165	131	102	782	201	375	297	351	337	353	310	127	32^	48^	39^	57^	77	80	54^
YOUNG AND THE RESTLESS					A	8.5	29	753	96	186	154	140	826	260	422	320	372	344	351	251	104	35^	79	55	81	65	60	86
MW-F	12.30P	60	CBS	15	B	8.3	28	731	92	194	163	140	830	257	429	327	375	347	353	254	110	35^	80	54	82	79	69	92
	212	99	DD	211	C	7.9	29	702	109	191	158	127	868	270	452	343	390	356	369	276	123	19^	35^	29^	49	66	73	43
TUE	12.30P	10																										
	& 1.04P	26																										
	12.30 - 1.00				A	8.4	29	740	94	174	145	138	810	251	411	312	362	338	348	258	114	34^	77	56	88	65	61	92
	1.00 - 1.30				A	8.7	29	770	97	196	162	140	835	267	429	325	379	348	351	242	95	36^	80	53	75	64	60	80
YOUNG AND THE RESTLESS(B)					A	7.1	24	629	69^	166	125	120	776	226	374	286	344	354	344	248	92^	45^	86^	52^	78^	57^	61^	73^
TUE	12.40P	24	CBS																									
	186	80	DD																									
	12.30 - 1.00				A	7.0	24	620	68^	167	126	120	781	226	374	286	344	357	349	252	95^	45^	87^	52^	79^	58^	62^	74^
	1.00 - 1.30				A	7.2	24	638	76^	166	127	128	796	240	394	302	363	358	342	242	83^	45^	86^	54^	77^	55^	60^	72^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 11–17, 1988

PROGRAM NAME	DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																													
ALF-SAT MORN						A	4.5	19	399	1402	178	334	257	121^	213	271	135^	136^	143^	128^	584	312	272	246	338	174	164	189	149^
	SAT	10.00A	30	NBC	2	B	4.5	19	399	1411	138	360	304	98^	231	204	89^	115	123	81^	616	335	281	280	336	194	142	184	152
		208	99	CA	35	C	5.7	21	507	1472	135	365	301	83	225	220	101	119	140	80	663	335	327	270	392	206	186	197	195
ALL NEW POUND PUPPIES						A	2.3	15	204	1142	112^	229^	203^	32v	105^	158^	80v	78v	103^	56v	651	311^	339	274^	376	200^	177^	240^	136^
	SAT	8.30A	30	ABC	3	B	1.9	12	171	1249	120^	294	243	37v	132^	106^	52v	54v	68^	38v	717	365	351	337	380	213	167^	250	131^
		201	97	CA	25	C	2.7	14	237	1335	73^	271	218	42^	177	131	58^	73^	89^	42^	755	375	380	303	452	233	219	246	206
ALVIN AND THE CHIPMUNKS						A	4.8	19	425	1481	207	363	302	113^	207	240	92^	148^	104^	136^	671	372	299	280	391	196	194	190	201
	SAT	10.30A	30	NBC	2	B	4.8	19	425	1473	145	356	297	97^	214	196	60^	135	108	87^	708	367	340	321	387	199	188	199	188
		205	94	CA	44	C	6.0	21	532	1503	152	367	308	81	210	232	88	144	145	87	694	322	373	295	400	186	214	203	197
BUGS BUNNY/TWEETY SHOW I						A	4.0	15	354	1481	151^	345	290	141^	337	211	104^	107^	91^	120^	589	323	266	243	347	184	162^	202	145^
	SAT	11.00A	30	ABC	1	B	4.0	15	354	1481	151^	345	290	141^	337	211	104^	107^	91^	120^	589	323	266	243	347	184	162^	202	145^
		186	87	CA	1	C	4.0	15	354	1481	151^	345	290	141^	337	211	104^	107^	91^	120^	589	323	266	243	347	184	162^	202	145^
BUGS BUNNY/TWEETY SHOW II						A	3.7	14	328	1425	158^	342	286	152^	355	194^	96^	97^	78^	116^	533	302	231	203	331	180^	150^	196	134^
	SAT	11.30A	30	ABC	1	B	3.7	14	328	1425	158^	342	286	152^	355	194^	96^	97^	78^	116^	533	302	231	203	331	180^	150^	196	134^
		175	74	CA	1	C	3.7	14	328	1425	158^	342	286	152^	355	194^	96^	97^	78^	116^	533	302	231	203	331	180^	150^	196	134^
DENNIS THE MENACE						A	3.7	14	328	1650	153^	387	297	107^	279	214	88^	126^	135^	79^	770	401	369	364	406	227	179^	248	158^
	SAT	11.30A	30	CBS	3	B	4.1	15	363	1525	125	361	280	79^	208	218	98	120	146	72^	738	414	324	319	419	240	179	237	181
		186	90	CA	29	C	3.5	12	312	1539	123	361	266	87	247	217	106	111	136	82	714	399	315	314	399	232	167	200	200
FLINTSTONE KIDS						A	3.5	16	310	1462	147^	281	227	86^	209	197^	73^	124^	113^	83^	775	386	389	363	412	215	198^	269	143^
	SAT	9.30A	30	ABC	1	B	3.5	16	310	1462	147^	281	227	86^	209	197^	73^	124^	113^	83^	775	386	389	363	412	215	198^	269	143^
		200	97	CA	1	C	3.5	16	310	1462	147^	281	227	86^	209	197^	73^	124^	113^	83^	775	386	389	363	412	215	198^	269	143^
FOOFUR						A	2.8	11	248	1489	129^	437	323	126^	277	219^	96^	123^	142^	77^	555	278	277	238^	317	157^	159^	151^	166^
	SAT	12.00N	30	NBC	2	B	2.6	10	226	1539	171^	440	335	118^	246	261	122^	139^	145^	116^	592	299	294	288	305	142^	163^	147^	158^
		134	66	CA	41	C	3.2	11	281	1491	157	402	322	103	240	248	104	144	148	100	601	294	307	273	328	154	174	169	159
FRAGGLE ROCK						A	3.7	15	328	1586	204	419	332	74^	194	208	84^	124^	124^	84^	765	373	393	324	441	200	242	197	244
	SAT	11.00A	30	NBC	2	B	3.8	15	337	1536	170	405	330	94^	219	197	86^	111^	117^	80^	715	334	381	328	387	170	217	193	194
		178	83	CA	16	C	4.2	16	368	1487	156	391	311	72	190	234	85	149	145	89	672	301	371	312	360	156	204	182	177
GALAXY HIGH SCHOOL						A	4.2	15	372	1517	193	365	293	152^	236	280	143^	137^	169^	111^	636	310	326	266	370	189	181	197	173
	SAT	12.30P	30	CBS	3	B	4.0	14	351	1491	171	366	277	122	238	251	133	117	153	98^	636	321	315	253	383	199	185	209	175
		161	82	CA	25	C	3.1	11	272	1533	152	383	281	114	274	239	122	118	144	95	636	338	298	245	392	216	175	190	202
GUMMI BEARS						A	2.3	18	204	1327	135^	444	352	57v	291^	131^	63v	68v	109^	23v	461	310^	151^	221^	240^	148^	92^	146^	95^
	SAT	8.00A	30	NBC	2	B	2.2	17	190	1345	103^	420	331	68^	323	146^	75^	70^	106^	39v	456	267	189^	183^	274	154^	120^	166^	108^
		199	98	CA	16	C	3.1	21	277	1306	82^	310	238	58^	201	146	70^	76^	95^	52^	649	354	295	213	436	240	196	225	211
HELLO KITTY						A	2.0	16	177	1189	53v	325^	225^	57v	253^	111^	43v	68v	111^	<<	499	261^	238^	205^	295^	168^	127^	200^	95^
	SAT	8.00A	30	CBS	3	B	1.7	13	148	1230	56v	383	255	85^	289	83^	33v	50v	67^	17v	474	271	203^	225^	249	143^	106^	167^	82^
		203	97	CA	44	C	2.1	13	182	1287	56^	300	203	45^	247	79^	45^	34v	50^	29v	660	334	326	228	432	225	207	262	170
I'M TELLING						A	1.9	7	168	1423	100^	411	279^	195^	335^	264^	136^	128^	137^	127^	414	241^	173^	178^	236^	126^	110^	119^	117^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.11–17,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
I'M TELLING-CONT'D																												
SAT	12.30P	30	NBC	2	B	1.8	7	159	1510	160^	420	293	152^	256^	285^	138^	147^	124^	161^	549	296	253^	263^	286	127^	159^	143^	143^
	114	55	CA	40	C	2.4	8	216	1493	143	422	311	103^	244	259	99^	160	165	93^	568	279	290	213	355	174	181	172	183
LITTLE WIZARDS					A	1.3	10	115	1243	125v	280^	260^	66v	143v	227^	143^	83v	152^	74v	593	274^	319^	224^	369^	174^	195^	262^	107v
SAT	8.00A	30	ABC	1	B	1.3	10	115	1243	125v	280^	260^	66v	143v	227^	143^	83v	152^	74v	593	274^	319^	224^	369^	174^	195^	262^	107v
	196	96	CA	1	C	1.3	10	115	1243	125v	280^	260^	66v	143v	227^	143^	83v	152^	74v	593	274^	319^	224^	369^	174^	195^	262^	107v
MIGHTY MOUSE					A	3.9	15	346	1487	57^	310	270	73^	272	95^	47v	47v	56^	38v	810	416	394	420	390	191	199	271	119^
SAT	10.30A	30	CBS	3	B	4.0	16	357	1481	79^	315	249	60^	235	109	56^	54^	65^	44^	822	410	412	374	448	218	230	282	166
	200	96	CA	41	C	4.1	15	364	1487	90	335	261	62^	238	129	71	58^	84	45^	786	417	369	379	407	216	191	250	157
MUPPET BABIES I					A	2.5	16	222	1302	37v	265^	198^	59v	223^	139^	84^	55v	116^	23v	675	353	321	279^	396	223^	173^	277^	119^
SAT	8.30A	30	CBS	3	B	2.4	16	216	1290	43v	288	222	76^	232	109^	58^	51^	88^	20v	662	343	319	295	366	182	185	245	121^
	208	97	CA	44	C	3.5	18	307	1362	52^	256	187	37^	185	97	54^	42^	69^	27^	825	435	390	295	530	287	243	318	211
MUPPET BABIES II					A	3.5	18	310	1334	21v	234	186^	55^	193^	148^	111^	37v	119^	29v	759	390	369	271	488	272	217	283	206
SAT	9.00A	30	CBS	3	B	3.6	18	316	1383	44^	286	224	46^	176	109^	66^	43^	83^	26v	812	416	396	316	496	259	237	281	215
	208	97	CA	44	C	4.5	19	395	1421	55^	257	194	39^	174	103	55^	48^	73	31^	887	461	425	343	543	287	257	326	217
MUPPET BABIES III					A	4.3	20	381	1398	36v	247	198	79^	196	148^	114^	34v	100^	48^	807	391	416	338	470	246	224	283	187
SAT	9.30A	30	CBS	3	B	4.4	20	390	1417	51^	291	226	53^	166	113	65^	49^	77^	36^	847	408	440	350	498	250	248	283	215
	208	98	CA	44	C	5.0	19	440	1455	62	266	208	43^	175	113	61	52^	79	35^	900	469	431	365	535	282	254	321	214
MY PET MONSTER					A	3.1	16	275	1315	134^	226^	196^	82^	184^	169^	65^	105^	88^	82^	736	324	413	344	392	185^	206^	278	114^
SAT	9.00A	30	ABC	3	B	2.9	15	257	1343	103^	284	222	79^	179	137^	72^	65^	74^	62^	744	369	375	347	397	197	200	253	144
	207	98	CA	43	C	3.4	15	301	1425	72^	270	222	55^	186	156	76^	80^	108	48^	813	419	393	316	496	267	230	258	238
NEW ARCHIES					A	3.4	13	301	1472	153^	376	271	86^	175^	245	110^	136^	150^	95^	676	360	316	218	458	241	217	212	247
SAT	11.30A	30	NBC	2	B	3.4	13	297	1509	189	381	307	114^	196	263	134^	129^	139^	124^	669	348	321	276	394	195	199	199	195
	162	78	CA	42	C	4.3	15	377	1499	171	372	307	96	204	268	114	154	158	110	654	309	345	284	370	178	192	181	189
PEE WEE'S PLAYHOUSE					A	5.2	21	461	1403	54^	267	230	53^	225	102^	33v	69^	67^	35v	809	396	413	365	443	217	227	263	180
SAT	10.00A	30	CBS	3	B	5.1	21	455	1442	59^	295	241	54^	196	98	44^	54^	60^	38^	851	406	445	366	485	233	252	284	201
	211	99	CL	44	C	5.9	21	519	1500	83	302	245	49^	213	119	50	70	80	40^	866	431	435	390	476	231	245	291	185
POPEYE & SON					A	4.4	17	390	1607	104^	357	286	77^	263	139^	62^	78^	92^	47^	847	438	409	356	491	263	227	293	198
SAT	11.00A	30	CBS	3	B	4.5	17	396	1507	98	352	269	54^	190	158	72^	87^	115	43^	808	434	373	329	479	264	215	262	217
	196	95	CA	41	C	3.9	14	347	1529	107	339	259	75	224	190	96	95	123	67^	774	427	348	338	437	243	194	229	207
REAL GHOSTBUSTERS I					A	3.6	14	319	1496	158^	318	269	126^	273	270	138^	132^	151^	119^	635	358	278	311	324	213	111^	178^	146^
SAT	10.00A	30	ABC	3	B	4.3	17	378	1413	133	330	268	85^	205	206	108	98	125	82^	671	377	294	317	355	209	146	193	161
	201	97	CA	23	C	4.4	16	387	1466	112	329	264	89	237	203	108	95	126	77	697	427	270	300	397	255	142	221	176
REAL GHOSTBUSTERS II					A	4.1	16	363	1467	161^	303	260	118^	353	216	106^	110^	112^	104^	595	312	283	257	338	185	152^	192	145^
SAT	10.30A	30	ABC	3	B	4.8	18	425	1486	142	318	267	94	243	217	114	103	129	88	709	401	308	315	393	227	166	219	174
	201	97	CA	23	C	5.0	18	445	1495	125	330	269	108	258	226	122	104	136	90	681	413	268	289	392	251	142	216	177
SMURFS I					A	3.0	19	266	1369	145^	366	317	98^	302	124^	57v	67^	72^	52v	576	334	243	275	302	164^	138^	152^	150^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.11-17,1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D SAT	8.30A	30	NBC	2	B	3.2	20	279	1401	112^	390	330	89^	302	144^	69^	75^	75^	69^	564	281	283	207	358	168	189	197	161^
	205	99	CA	44	C	4.2	22	374	1370	81	328	267	55^	209	153	75	78	102	51^	679	365	314	269	411	226	185	217	193
SMURFS II					A	4.0	21	354	1336	168^	385	324	97^	249	133^	57^	76^	71^	62^	569	288	281	255	313	147^	166^	155^	159^
SAT	9.00A	30	NBC	2	B	4.1	21	359	1374	136	409	347	91^	279	141	67^	74^	80^	61^	546	253	293	215	331	151	180	181	150
	205	99	CA	44	C	5.4	23	474	1388	106	354	291	64	224	162	75	88	106	56	647	343	303	270	377	207	170	203	174
SMURFS III					A	4.5	21	399	1329	158^	367	309	94^	210	173	79^	94^	93^	79^	579	302	277	253	326	158^	168	178	148^
SAT	9.30A	30	NBC	2	B	4.9	22	430	1392	132	384	337	80^	249	169	84^	86^	110	59^	590	279	310	248	342	156	187	182	160
	205	99	CA	44	C	6.1	23	537	1427	123	364	306	73	224	185	84	101	118	67	653	334	319	270	383	201	182	203	180
TEEN WOLF					A	4.5	17	399	1557	163	328	266	127^	196	305	145^	161	180	126^	727	336	391	265	462	225	236	256	205
SAT	12.00N	30	CBS	3	B	4.1	15	366	1495	149	341	263	107	213	253	114	139	148	105	689	359	330	258	431	223	208	234	197
	171	85	CA	26	C	3.2	11	284	1550	151	375	286	104	255	242	120	122	140	102	679	356	323	282	397	218	179	196	201

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC WIDE WORLD-SPORTS SAT		A	3.6	11	319	1425	197^	533	314	510	271	699	128^	287	477	638	416	453	350	386	304	185^	85^	50v	108^
SAT 4.00P 120 ABC	3	B	3.4	11	298	1416	189	503	277	486	271	717	113^	275	445	676	403	456	332	384	333	220	81^	49^	114^
209 98 SA	25	C	5.1	14	455	1452	201	601	269	588	279	656	63	192	348	630	322	384	285	347	321	246	79	46^	115
4.00 - 4.30		A	3.1	10	275	1423	198^	520	308	495	270	657	136^	299	458	614	416	470	322	377	283	144^	112^	65^	134^
4.30 - 5.00		A	3.3	10	292	1417	186^	501	311	475	275	728	157^	311	486	652	410	458	329	377	297	194^	81^	52v	107^
5.00 - 5.30		A	3.6	11	319	1430	195^	509	317	489	273	740	123^	277	491	672	424	447	369	392	330	225	72^	40v	109^
5.30 - 6.00		A	4.5	13	399	1397	200	571	311	553	262	658	101^	263	462	601	406	431	362	386	299	171	79^	45^	89^
BRITISH OPEN-SAT.(S) SAT 12.00N 120 ABC 210 99 SE		A	2.2	8	195	1333	122^	464	189^	459	175^	640	117^	278^	364	602	325^	347	246^	263^	167^	255^	70v	39v	159^
12.00 - 12.30		A	2.6	10	230	1429	136^	460	211^	443	178^	644	136^	294	360	605	320	340	224^	244^	144^	265^	93^	53v	231^
12.30 - 1.00		A	2.2	8	195	1381	119^	471	177^	471	173^	718	122^	313^	399	686	367	390	277^	300^	166^	297^	63v	38v	128^
1.00 - 1.30		A	2.0	7	177	1349	127^	501	220^	500	205^	621	116^	262^	376	571	326^	347^	261^	282^	199^	224^	75v	40v	152^
1.30 - 2.00		A	1.8	6	159	1267	114^	471	161^	471	159^	632	99v	259^	352^	595	315^	342^	253^	281^	187^	252^	46v	24v	117^
BRITISH OPEN-SUN.(S) SUN 10.30A 180 ABC		A	3.4	12	301	1424	138^	495	195^	472	177^	780	41v	221	394	761	375	404	354	382	313	358	36v	28v	113^

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
208 99 SE																									
10.30 - 11.00		A	2.5	10	222	1360	123^	519	208^	493	181^	686	29v	180^	334	684	332	359	305	332	278^	325	71v	23v	84^
11.00 - 11.30		A	2.9	11	257	1365	98^	498	190^	472	184^	769	19v	201^	375	765	371	407	356	392	316	358	22v	22v	76^
11.30 - 12.00		A	3.3	12	292	1363	123^	486	193^	460	185^	756	24v	212^	369	754	367	404	345	382	302	350	22v	22v	99^
12.00 - 12.30		A	3.7	13	328	1445	148^	509	212	483	186^	772	41v	228	382	744	354	381	341	368	299	363	21v	20v	143^
12.30 - 1.00		A	3.9	13	346	1418	164^	476	178^	453	161^	781	57^	228	411	750	379	398	354	372	307	352	36v	31v	124^
1.00 - 1.30		A	4.4	14	390	1434	142^	458	180	444	160^	812	58^	235	430	780	398	424	372	398	335	356	43^	43^	120^
CART TORONTO INDY(S) SUN 4.00P 120 NBC 187 91 SE		A	2.9	8	257	1449	188^	503	260	477	240^	778	103^	260	481	740	443	507	378	443	404	233^	73^	47v	95^
4.00 - 4.30		A	2.5	7	222	1417	213^	572	296	561	297	698	108^	217^	438	664	404	457	330	383	367	207^	69v	40v	78^
4.30 - 5.00		A	2.6	7	230	1440	174^	469	272^	442	245^	817	118^	255^	507	781	471	546	389	464	451	235^	87^	58v	66v
5.00 - 5.30		A	3.1	9	275	1523	175^	482	254	447	224^	856	129^	311	541	809	494	564	412	482	444	245	69^	50v	116^
5.30 - 6.00		A	3.2	9	284	1501	204^	530	243	500	222^	783	66^	265	464	746	427	492	398	463	381	255	71^	42v	116^
CBS SPORTS SATURDAY		A	2.8	8	248	1387	162^	443	240^	432	201^	745	103^	190^	447	710	412	466	344	399	458	243^	57v	51v	142^
SAT 4.30P 90 CBS	2	B	3.2	10	284	1324	141^	439	236	414	197	700	71^	165	387	676	363	415	317	368	417	261	66^	46^	118^
199 97 SA	8	C	3.7	11	331	1433	175	532	288	501	253	657	86^	221	394	629	365	406	308	349	321	222	92	50^	153
BUDWEISER BOXING																									
4.30 - 5.00		A	2.9	9	257	1380	211^	489	271	475	236^	703	90^	181^	448	669	414	456	357	399	446	213^	75^	72^	113^
5.00 - 5.30		A	2.9	9	257	1363	122^	387	217^	381	183^	746	99^	185^	460	711	426	470	361	406	469	241^	56v	52v	174^
5.30 - 6.00		A	2.6	8	230	1423	154^	455	232^	439	181^	792	122^	206^	432	755	395	474	310	390	460	280	39v	25v	138^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
CBS SPORTS SUNDAY	A	3.5	10	310	1580	246	631	308	626	282	673	128^	289	440	629	396	440	312	357	280	189^	125^	91^	151^
SUN 4.30P 90 CBS 3	B	3.4	10	298	1490	207	550	299	531	274	693	100^	273	449	655	411	457	349	395	310	198	116^	79^	131
201 98 SA 8	C	4.1	12	364	1430	196	518	284	491	253	673	100	267	425	637	389	442	325	379	300	195	114	72^	126
TOUR DE FRANCE																								
4.30 - 5.00	A	3.3	9	292	1552	265	632	321	621	289	641	121^	276	427	587	373	406	306	339	260	181^	137^	96^	141^
5.00 - 5.30	A	3.7	10	328	1555	221	591	286	589	261	665	134^	284	428	622	386	439	294	347	280	183^	143^	106^	156^
5.30 - 6.00	A	3.6	10	319	1588	248	652	310	651	287	692	124^	297	452	656	417	460	329	372	290	196^	92^	68^	151^
MUTUAL OF OMAHA SPCL(S)	A	3.5	10	310	1337	166^	522	176^	503	159^	653	101^	197^	334	636	317	370	233	285	290	267	74^	53v	89^
SUN 5.00P 60 ABC																								
179 87 SA																								
5.00 - 5.30	A	3.4	10	301	1360	197^	527	177^	513	173^	693	104^	227	373	681	360	418	269	327	306	263	63^	45v	76^
5.30 - 6.00	A	3.5	10	310	1354	141^	532	180^	508	151^	632	101^	173^	305	611	284	333	204^	253	283	278	86^	62^	104^
NBC MAJOR LEAGUE PRE GAME	A	4.2	15	372	1251	98^	343	174	307	130^	503	90^	231	285	457	240	284	195	239	137^	173	160^	113^	245
SAT 1.00P 17 NBC 3	B	4.2	16	376	1333	112	418	176	398	157	613	90^	256	340	571	298	332	250	284	173	239	127	80^	176
204 98 SC 15	C	3.8	14	340	1347	138	429	217	407	192	597	87	237	350	562	315	354	263	303	210	208	141	99	180
NBC MAJOR LEAGUE BASEBALL	A	6.7	22	594	1380	120	416	172	399	172	747	82^	236	396	716	366	413	314	361	288	304	96^	70^	121
SAT 1.17P 206 NBC 3	B	6.4	22	569	1359	122	415	162	404	165	749	69	225	371	723	345	388	302	346	284	335	88	63	108
205 99 SE 15	C	5.4	18	482	1363	125	439	181	425	171	724	64	215	355	701	332	382	292	341	288	319	96	69	105
LA VS CHG CUBS/KANSAS CTY VS BST																								
1.00 - 1.30	A	4.2	15	372	1287	94^	368	159^	334	117^	637	102^	268	363	581	307	360	261	315	190	221	110^	83^	172
1.30 - 2.00	A	5.2	19	461	1357	137^	419	190	394	171	703	104^	250	400	656	353	405	296	348	261	251	96^	75^	138
2.00 - 2.30	A	6.4	22	567	1331	141	427	186	405	177	691	79^	204	372	663	343	390	292	340	280	273	97^	72^	115
2.30 - 3.00	A	6.9	23	611	1376	123	436	173	423	188	729	72^	217	388	702	361	401	317	356	294	301	102^	69^	110
3.00 - 3.30	A	7.3	24	647	1408	107	408	157	396	169	765	74^	225	400	742	378	419	326	367	303	324	102	71^	134
3.30 - 4.00	A	7.6	25	673	1412	108	399	161	387	172	784	81^	250	411	759	385	433	330	377	301	326	105	81^	124
4.00 - 4.30	A	7.5	23	665	1415	123	429	183	409	180	797	87^	257	411	766	380	433	324	377	295	333	81^	60^	108
4.30 - 5.00	A	7.4	23	656	1393	110	412	163	396	156	802	80^	244	406	772	376	431	326	380	320	341	84^	56^	95^
NBC MAJOR LEAGUE GAME-2	A	6.3	18	558	1401	143	486	192	464	171	763	78^	222	386	727	350	418	308	376	316	309	81^	51^	72^
SAT 4.43P 152 NBC 1	B	6.3	18	558	1401	143	486	192	464	171	763	78^	222	386	727	350	418	308	376	316	309	81^	51^	72^
198 96 SE 4	C	5.7	17	503	1399	133	465	176	452	164	754	72	211	386	727	359	407	315	362	320	320	74	46^	105
CHICAGO WHITE SOX VS N.Y. YANKEE																								
DETROIT VS CALIFORNIA																								
4.30 - 5.00	A	6.3	20	558	1389	112^	444	169	430	161	760	80^	228	364	733	336	396	284	343	295	337	87^	59^	97^
5.00 - 5.30	A	6.3	20	558	1387	147	477	205	448	181	745	73^	229	372	722	348	423	299	374	299	299	69^	48^	96^
5.30 - 6.00	A	6.0	18	532	1463	165	515	217	493	197	772	74^	222	362	741	331	410	288	366	307	332	82^	54^	94^
6.00 - 6.30	A	6.1	17	540	1379	146	470	186	450	163	766	88^	202	401	716	351	419	313	381	345	298	86^	58^	57^
6.30 - 7.00	A	6.3	17	558	1407	143	498	183	479	157	776	75^	222	407	735	365	431	332	397	329	304	87^	47^	45^
CONT'D																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
NBC MAJOR LEAGUE GAME-2-CONT'D																								
7.00 - 7.30	A	6.7	17	594	1456	140	531	194	509	174	803	83^	248	431	763	391	450	348	407	330	313	82^	37^	41^
U.S. OLYMPIC TRIALS:TRACK(S)	A	4.1	12	363	1401	183	506	271	473	245	707	90^	253	476	682	451	503	386	438	349	179	66^	57^	122^
SUN 3.00P 120 ABC																								
180 94 SE																								
3.00 - 3.30	A	2.9	9	257	1406	220^	561	306	525	272	681	62v	183^	420	652	391	431	358	398	356	221^	50v	49v	113^
3.30 - 4.00	A	4.1	12	363	1425	174^	496	283	456	240	715	100^	267	495	679	458	503	394	439	345	176	81^	72^	133^
4.00 - 4.30	A	4.5	12	399	1463	191	534	273	503	253	732	94^	269	490	711	469	532	397	46C	357	179	76^	63^	121^
4.30 - 5.00	A	4.7	13	416	1376	167	475	250	447	237	723	99^	280	501	706	483	542	402	460	356	164	55^	46^	123^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																								
BUSINESS WORLD	A	1.5	5	133	1374	157^	621	162^	273^	540	192^	231^	254^	308^	685	238^	337^	631	283^	237^	261^	206^	325^	25v
SUN 2.30P 30 ABC 3	B	1.4	5	121	1383	167^	654	140^	266^	609	208^	259^	278^	337	611	179^	282^	586	256^	211^	280^	262^	261^	59v
85 65 N 36	C	1.2	4	108	1313	184^	596	126^	253	585	224^	259	273	308	610	158^	297	597	284	258	326	299	245	31v
FACE THE NATION	A	2.5	9	222	1340	210^	633	150^	266^	633	253^	286^	241^	333	571	182^	237^	568	234^	199^	249^	208^	284^	58v
SUN 10.30A 30 CBS 3	B	2.5	10	219	1303	205	633	127^	244	621	208	246	296	352	553	160^	242	539	228	206	245	227	272	48^
156 89 CC 43	C	2.4	8	211	1310	211	655	103^	221	646	193	234	292	393	572	132	257	561	246	221	263	245	274	26v
MEET THE PRESS	A	2.7	11	239	1355	225^	679	84^	238^	663	197^	241^	342	397	575	165^	271	528	225^	201^	289	295	216^	37v
SUN 9.30A 60 NBC 2	B	2.5	11	224	1316	229	661	104^	241	646	200^	245	319	375	559	155^	260	526	227	210	277	285	232	39v
164 95 CC 41	C	2.1	8	190	1322	194	650	131^	228	640	195	241	259	376	548	148	256	531	240	216	271	248	237	42^
9.30 - 10.00	A	2.5	10	222	1368	214^	669	106^	243^	635	173^	214^	328	385	601	183^	288	550	237^	216^	311	301	219^	42v
10.00 - 10.30	A	3.0	11	266	1300	227^	664	63^	225^	663	210^	255	342	394	534	144^	249	493	207^	182^	261	280	207^	32v
SUNDAY MORNING	A	3.5	16	310	1365	257	708	132^	321	706	285	331	362	342	558	165^	276	542	260	246	293	266	235	19v
SUN 9.00A 90 CBS 3	B	3.6	17	316	1354	223	696	127	281	694	248	293	324	371	569	138	270	562	263	245	301	288	243	15v
185 96 N 43	C	3.9	16	344	1324	225	670	109	246	665	221	272	319	372	565	120	264	560	259	237	286	293	252	19v
9.00 - 9.30	A	2.8	14	248	1338	240^	700	152^	335	693	293	341	351	318	512	160^	224^	499	211^	209^	255^	214^	243^	29v
9.30 - 10.00	A	3.7	17	328	1375	270	726	121^	326	725	290	345	401	345	572	174^	276	558	262	251	303	280	243	10v
10.00 - 10.30	A	4.0	16	354	1375	257	698	127^	307	697	276	312	334	355	578	161^	314	558	293	268	311	288	221	21v
SUNDAY TODAY	A	1.9	12	168	1242	193^	635	78v	233^	634	217^	253^	366^	366^	552	125^	302^	508	258^	257^	300^	310^	206^	27v
SUN 8.00A 90 NBC 3	B	1.6	11	139	1188	256	651	145^	317	640	288	323	343	299	470	119^	242^	452	224^	221^	252^	242^	197^	20v
126 89 N 43	C	1.8	10	162	1245	206	587	142^	255	575	220	266	268	286	530	165	293	522	285	247	297	262	187	37v
8.00 - 8.30	A	1.6	13	142	1180	147^	653	73v	240^	651	237^	250^	361^	400^	505	120^	285^	441^	221^	219^	232^	238^	207^	16v
8.30 - 9.00	A	2.1	14	186	1225	182^	630	65v	237^	630	221^	252^	385	361	544	123^	311^	508	275^	274^	311^	311^	197^	36v
9.00 - 9.30	A	2.1	11	186	1247	231^	597	92^	212^	597	188^	244^	332^	329^	569	125^	292^	533	256^	256^	328^	348	205^	25v
THIS WEEK-DAVID BRINKLEY	A	2.9	9	257	1400	131^	587	87^	173^	566	143^	155^	203^	402	728	149^	310	716	297	284	311	328	392	18v
SUN 1.30P 60 ABC 3	B	3.0	10	263	1356	132^	629	93^	189	598	148	178	214	410	625	136	250	617	242	227	269	264	333	44^
142 88 N 36	C	3.2	10	280	1341	151	667	81^	180	654	153	186	262	454	582	118	251	571	240	219	265	245	285	36^
1.30 - 2.00	A	2.9	9	257	1406	112^	559	77^	164^	544	137^	137^	190^	395	713	139^	297	710	294	280	305	320	391	15v
2.00 - 2.30	A	3.0	9	266	1347	145^	595	94^	176^	569	144^	168^	209^	394	719	153^	312	697	289	278	306	324	379	21v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUL. 11, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.7	49.7	50.3	51.6	50.9	53.2	54.6	55.9	55.8	57.3	57.6	57.8	57.0	56.7	55.6	53.9
ABC TV					DRUGS: WHY THIS PLAGUE?				←ABC MONDAY NIGHT MOVIE→ LACE II, PT.2 (R)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					9,920 11.2	10.3 *		12.1 *	8,510 9.6	10.0 *		9.5 *		9.5 *		9.6 *
SHARE AUDIENCE %					21	20 *		22 *	17	18 *		16 *		17 *		18 *
AVG. AUD. BY 1/4 HR %					9.8	10.8	11.9	12.3	10.1	9.9	9.7	9.2	9.5	9.4	9.4	9.8
CBS TV					←BLUE SKIES→				NEWHART (R)		DESIGNING WOMEN (R)(PAE)		←MAGNUM, P.I. (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,510 9.6	8.9 *		10.2 *	10,100 11.4		9,920 11.2		9,210 10.4	10.4 *		10.4 *
SHARE AUDIENCE %					18	17 *		18 *	20		19		19	18 *		19 *
AVG. AUD. BY 1/4 HR %					8.9	9.0	10.1	10.3	11.1	11.6	10.9	11.4	10.4	10.5	10.5	10.4
NBC TV					ALF (R)		HOGAN FAMILY (R)		←NBC MONDAY NIGHT MOVIES→ THE ABDUCTION OF KARI SWENSON (R)							
AVERAGE AUDIENCE (Hhlds (000) & %)					11,520 13.0		10,540 11.9		13,110 14.8	12.6 *		14.3 *		16.1 *		16.4 *
SHARE AUDIENCE %					25		22		26	22 *		25 *		28 *		30 *
AVG. AUD. BY 1/4 HR %					12.2	13.8	11.7	12.0	12.2	13.1	13.7	14.8	16.0	16.3	16.6	16.2

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	11.9	12.3	11.6	12.0	12.8	13.1	11.5	10.0
SHARE AUDIENCE %	24	24	22	22	23	23	20	18
SUPERSTATIONS AVERAGE AUDIENCE	2.8	3.1	3.1	3.0	3.3	3.3	2.5	2.2
SHARE AUDIENCE %	6	6	6	5	6	6	4	4
PBS AVERAGE AUDIENCE	1.4	1.8	2.2	2.4	2.2	2.4	2.3	2.1
SHARE AUDIENCE %	3	4	4	4	4	4	4	4
CABLE ORIG. AVERAGE AUDIENCE	5.2	5.8	6.3	7.0	8.1	8.7	8.6	7.3
SHARE AUDIENCE %	11	11	12	13	14	15	15	13
PAY SERVICES AVERAGE AUDIENCE	2.4	2.9	3.4	3.8	4.1	3.4	3.0	3.3
SHARE AUDIENCE %	5	6	7	7	7	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JUL. 12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.0	48.4	48.6	50.6	50.6	52.6	54.4	56.6	57.9	59.5	60.3	61.0	60.0	58.9	57.0	55.5

ABC TV

(1) ← ALL STAR BASEBALL GAME (8:33-11:11)(PAE) →

ABC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)					12,940 14.6		18,070 20.4	18.3 *		20.3 *		20.9 *		21.1 *		21.3 *
SHARE AUDIENCE %					29		36	34 *		36 *		35 *		36 *		37 *
AVG. AUD. BY 1/4 HR %					13.5	15.4	17.4	19.1	19.9	20.7	20.8	21.0	21.3	21.0	21.4	21.2

CBS TV

← CBS SUMMER PLAYHOUSE → BABY ON BOARD/DR. PARADISE; ← CBS TUESDAY MOVIE → KIDS DON'T TELL (R)(PAE)

CBS TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)					6,650 7.5	7.6 *		7.4 *	10,630 12.0	9.7 *		11.1 *		13.7 *		13.5 *
SHARE AUDIENCE %					14	15 *		13 *	20	16 *		18 *		23 *		24 *
AVG. AUD. BY 1/4 HR %					7.4	7.8	7.5	7.4	9.2	10.2	10.6	11.6	13.6	13.8	13.7	13.2

NBC TV

← MOVIE OF THE WEEK-TUESDAY → EIGHT IS ENOUGH:A FAMILY REUNION (R); ← SUMMER SHOWCASE → EVERYBODY'S DOING IT

NBC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)					10,100 11.4	10.0 *		11.1 *		12.2 *		12.4 *	7,620 8.6	8.9 *		8.4 *
SHARE AUDIENCE %					20	19 *		20 *		21 *		20 *	15	15 *		15 *
AVG. AUD. BY 1/4 HR %					9.7	10.2	10.6	11.6	12.0	12.4	12.5	12.3	9.2	8.6	8.2	8.5

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	11.9	12.4	12.3	12.9	13.2	13.5	12.0	10.8
SHARE AUDIENCE %	25	25	24	23	22	22	20	19
SUPERSTATIONS AVERAGE AUDIENCE	3.2	3.0	2.8	2.8	3.1	3.3	3.0	2.8
SHARE AUDIENCE %	7	6	5	5	5	5	5	5
PBS AVERAGE AUDIENCE	1.2	1.6	2.1	2.2	2.0	2.1	1.7	1.5
SHARE AUDIENCE %	2	3	4	4	3	3	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.0	5.3	5.3	5.7	5.2	4.7	4.8	4.6
SHARE AUDIENCE %	10	11	10	10	9	8	8	8
PAY SERVICES AVERAGE AUDIENCE	1.7	2.2	2.5	2.5	3.1	3.4	4.1	3.6
SHARE AUDIENCE %	4	4	5	5	5	6	7	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) ALL STAR BASEBALL PRE GM,(PAE),ABC,(8:00-8:33),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JUL. 13, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.9	47.0	46.7	47.6	47.6	48.9	49.9	51.1	52.6	54.3	55.0	54.8	53.4	53.5	52.7	51.6
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		←SPENSER: FOR HIRE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					11,250 12.7		10,630 12.0		8,510 9.6		6,470 7.3		9,210 10.4	9.7 *		11.2 *
SHARE AUDIENCE %					26		24		18		13		20	18 *		22 *
AVG. AUD. BY 1/4 HR %					12.0	13.4	12.1	11.9	9.6	9.6	7.5	7.1	9.1	10.3	10.9	11.4
CBS TV					←JAKE AND THE FATMAN (R)(PAE)→				←EQUALIZER (R)→				←WISEGUY (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					9,130 10.3	9.8 *		10.8 *	8,590 9.7	9.1 *		10.2 *	9,830 11.1	10.9 *		11.2 *
SHARE AUDIENCE %					21	20 *		21 *	18	17 *		19 *	21	20 *		22 *
AVG. AUD. BY 1/4 HR %					9.5	10.1	10.8	10.8	9.2	9.1	10.0	10.3	10.7	11.0	11.0	11.5
NBC TV					←HOME FREE→				←UNSOLVED MYSTERIES (R)→				←MODERN MEDICAL→			
AVERAGE AUDIENCE (Hhlds (000) & %)					6,020 6.8	6.3 *		7.3 *	12,320 13.9	12.8 *		15.0 *	10,190 11.5	11.8 *		11.1 *
SHARE AUDIENCE %					14	13 *		14 *	26	24 *		27 *	22	22 *		21 *
AVG. AUD. BY 1/4 HR %					6.2	6.4	7.0	7.6	11.7	13.8	15.3	14.7	12.3	11.3	11.2	11.1

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	13.1	12.2	11.5	12.4	12.6	13.6	13.1	10.4
SHARE AUDIENCE %	28	26	24	25	24	25	25	20
SUPERSTATIONS								
AVERAGE AUDIENCE	3.5	3.3	2.9	3.2	2.9	3.2	2.8	2.2
SHARE AUDIENCE %	7	7	6	6	5	6	5	4
PBS								
AVERAGE AUDIENCE	1.4	1.5	1.8	1.9	2.0	2.1	1.6	1.6
SHARE AUDIENCE %	3	3	4	4	4	4	3	3
CABLE ORIG.								
AVERAGE AUDIENCE	5.0	5.5	5.8	6.2	6.8	6.8	6.7	5.8
SHARE AUDIENCE %	11	12	12	12	13	12	13	11
PAY SERVICES								
AVERAGE AUDIENCE	1.8	2.5	3.3	3.5	4.5	4.7	4.5	4.7
SHARE AUDIENCE %	4	5	7	7	8	9	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JUL. 14, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.4	46.9	47.0	48.4	47.9	49.6	50.6	51.1	52.5	54.1	54.4	55.3	53.8	52.9	51.2	50.0
ABC TV					←ABC THURSDAY NIGHT MOVIE THE IMPOSTOR (R)(PAE)→								←HOTHOUSE→			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,510 9.6	8.1 *		9.5 *		10.3 *		10.4 *	6,730 7.6	7.7 *		7.6 *
SHARE AUDIENCE %					18	17 *		19 *		19 *		19 *	15	14 *		15 *
AVG. AUD. BY 1/4 HR %					8.1	8.2	9.3	9.6	10.1	10.5	10.7	10.0	8.0	7.5	7.3	7.8
CBS TV					←48 HOURS LE MANS AUTO RACE→				←SIMON & SIMON (R)(PAE)→				←CAGNEY & LACEY (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					4,340 4.9	5.1 *		4.6 *	4,870 5.5	5.1 *		6.0 *	6,200 7.0	6.7 *		7.2 *
SHARE AUDIENCE %					10	10 *		9 *	10	10 *		11 *	13	13 *		14 *
AVG. AUD. BY 1/4 HR %					5.3	4.9	4.8	4.5	4.9	5.2	5.9	6.2	6.5	6.9	7.1	7.3
NBC TV					BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		←L.A. LAW (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					15,060 17.0		14,530 16.4		14,000 15.8		14,440 16.3		12,670 14.3	14.2 *		14.5 *
SHARE AUDIENCE %					35		32		30		30		28	27 *		29 *
AVG. AUD. BY 1/4 HR %					15.7	18.3	16.3	16.5	15.6	16.0	15.8	16.8	14.2	14.2	14.5	14.4
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	13.3		11.9		11.7		13.0		13.3		13.8		14.2		13.2	
SHARE AUDIENCE %	28		25		24		26		25		25		27		26	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.9		3.3		3.4		3.7		3.7		4.0		3.9		3.7	
SHARE AUDIENCE %	8		7		7		7		7		7		7		7	
PBS																
AVERAGE AUDIENCE	1.6		1.8		2.2		2.3		2.6		2.6		2.4		2.0	
SHARE AUDIENCE %	3		4		5		5		5		5		5		4	
CABLE ORIG.																
AVERAGE AUDIENCE	5.5		5.7		5.4		6.0		6.4		5.8		6.3		5.9	
SHARE AUDIENCE %	12		12		11		12		12		11		12		12	
PAY SERVICES																
AVERAGE AUDIENCE	1.5		1.7		1.7		2.0		3.4		3.9		4.9		3.3	
SHARE AUDIENCE %	3		4		3		4		6		7		9		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JUL. 15, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.8	43.8	42.1	42.2	42.0	42.8	43.5	44.8	45.3	47.2	48.4	49.6	49.9	51.2	51.1	50.0
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		I MARRIED DORA (R)(PAE)		←20/20→			
AVERAGE AUDIENCE (Hhlds (000))					7,710		7,970		7,530		7,440		11,520			
AVERAGE AUDIENCE (%)					8.7		9.0		8.5		8.4		13.0	12.4 *		13.7 *
SHARE AUDIENCE %					21		20		18		17		26	25 *		27 *
AVG. AUD. BY 1/4 HR %					8.4	9.0	8.6	9.3	8.4	8.6	8.2	8.5	11.6	13.2	13.9	13.4
CBS TV					←BEAUTY & THE BEAST (R)→				←CBS FRIDAY MOVIE DIRTY HARRY (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000))					6,110				10,810							
AVERAGE AUDIENCE (%)					6.9	6.5 *		7.3 *	12.2	10.8 *		12.5 *		12.7 *		12.9 *
SHARE AUDIENCE %					16	15 *		17 *	25	23 *		25 *		25 *		26 *
AVG. AUD. BY 1/4 HR %					6.6	6.4	6.9	7.6	10.0	11.6	12.3	12.7	12.6	12.8	12.9	13.0
NBC TV					<BEST OF TV BLOOPERS-JOKES> (R)				←SONNY SPOON (R)→				←MIAMI VICE (R)→			
AVERAGE AUDIENCE (Hhlds (000))					6,650				6,110				7,000			
AVERAGE AUDIENCE (%)					7.5	7.2 *		7.8 *	6.9	6.5 *		7.3 *	7.9	7.2 *		8.5 *
SHARE AUDIENCE %					17	17 *		18 *	14	14 *		15 *	16	14 *		17 *
AVG. AUD. BY 1/4 HR %					7.0	7.4	7.8	7.8	6.4	6.6	7.4	7.3	7.2	7.3	8.1	8.9
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	11.2		11.1		10.9		11.6		12.3		11.8		10.8		8.9	
SHARE AUDIENCE %	26		26		26		26		27		24		21		18	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.7		3.0		3.2		3.5		3.6		3.6		3.2		1.9	
SHARE AUDIENCE %	6		7		8		8		8		7		6		4	
PBS																
AVERAGE AUDIENCE	1.4		1.9		2.3		2.1		2.0		2.0		1.4		1.2	
SHARE AUDIENCE %	3		5		5		5		4		4		3		2	
CABLE ORIG.																
AVERAGE AUDIENCE	5.2		5.3		5.1		5.5		5.5		5.9		5.1		5.0	
SHARE AUDIENCE %	12		13		12		12		12		12		10		10	
PAY SERVICES																
AVERAGE AUDIENCE	2.4		2.5		2.8		2.9		3.2		3.9		4.3		4.3	
SHARE AUDIENCE %	5		6		7		7		7		8		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	39.3	39.3	39.1	40.0	41.5	42.6	43.3	44.6	46.7	48.3	48.4	49.0	48.2	48.3	47.9	47.7	45.3	41.8
ABC TV					←SUPERCARRIER (R)→				←OHARA (R)(PAE)→				←HOTEL (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					4,870 5.5	5.3 *		5.7 *	6,020 6.8	6.1 *		7.4 *	5,320 6.0	5.5 *		6.4 *		
SHARE AUDIENCE %					13	13 *		13 *	14	13 *		15 *	13	11 *		13 *		
AVG. AUD. BY 1/4 HR %					5.4	5.1	5.5	5.9	5.9	6.4	7.4	7.4	5.4	5.5	6.0	6.9		
CBS TV					KATE & ALLIE (R)		FRANK'S PLACE (R)		←TOUR OF DUTY (R)(PAE)→				←PRE-DEMOCRATIC CONVENTION→					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,760 6.5		4,780 5.4		6,020 6.8	6.3 *		7.2 *	3,900 4.4	4.7 *		4.2 *		
SHARE AUDIENCE %					15		12		14	13 *		15 *	9	10 *		9 *		
AVG. AUD. BY 1/4 HR %					6.3	6.6	5.2	5.6	6.1	6.5	7.2	7.2	4.9	4.5	4.0	4.4		
NBC TV	(1)	(PAE)			FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		←HUNTER (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,060 9.1		10,280 11.6		14,880 16.8		13,110 14.8		14,180 16.0	15.5 *		16.5 *		
SHARE AUDIENCE %					22		26		35		30		33	32 *		35 *		
AVG. AUD. BY 1/4 HR %	6.7				8.3	10.0	11.0	12.3	15.9	17.6	14.7	14.9	15.5	15.6	16.5	16.4		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	10.9	12.0	11.1	11.4	10.0	10.1	12.1	10.7	8.2
SHARE AUDIENCE %	28	30	26	26	21	21	25	22	19
SUPERSTATIONS									
AVERAGE AUDIENCE	3.2	3.3	3.7	4.0	3.9	4.2	4.2	3.4	1.8
SHARE AUDIENCE %	8	8	9	9	8	9	9	7	4
PBS									
AVERAGE AUDIENCE	2.1	2.1	2.8	3.1	2.1	2.3	2.4	2.3	1.7
SHARE AUDIENCE %	5	5	7	7	4	5	5	5	4
CABLE ORIG.									
AVERAGE AUDIENCE	6.3	6.1	5.3	5.1	4.6	5.2	6.2	5.9	5.0
SHARE AUDIENCE %	16	15	13	12	10	11	13	12	11
PAY SERVICES									
AVERAGE AUDIENCE	2.9	3.1	3.7	4.0	4.4	4.6	4.9	5.0	4.2
SHARE AUDIENCE %	7	8	9	9	9	9	10	10	10

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE GAME-2 ,CHICAGO WHITE SOX VS N.Y. YANKEES,DETROIT VS CALIFORNIA,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
HUT		37.5	35.5	31.5	28.9	26.3	24.7	22.6	20.6	18.4	16.6	14.6	13.5	12.4	11.5	
ABC TV		(1)														
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,510 1.7														
SHARE AUDIENCE	%	5														
AVG. AUD. BY 1/4 HR	%	1.7														
CBS TV																
AVERAGE AUDIENCE (Hhlds (000) & %)	{															
SHARE AUDIENCE	%															
AVG. AUD. BY 1/4 HR	%															
NBC TV		←SATURDAY NIGHT→ (11:30-12:51)(PAE)						(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,380 7.2	8.7 *		6.6 *											
SHARE AUDIENCE	%	23	24 *		22 *											
AVG. AUD. BY 1/4 HR	%	9.0	8.3	7.0	6.2	5.8										
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE		7.4		8.0		8.1		8.9		9.7		10.7		12.5		12.7
SHARE AUDIENCE %		25		26		26		26		27		27		27		27
SUPERSTATIONS																
AVERAGE AUDIENCE		1.9		2.2		2.5		2.7		2.8		2.9		3.2		3.1
SHARE AUDIENCE %		7		7		8		8		8		7		7		7
PBS																
AVERAGE AUDIENCE		0.6		0.9		0.9		0.9		1.0		1.0		1.1		1.2
SHARE AUDIENCE %		2		3		3		3		3		2		2		2
CABLE ORIG.																
AVERAGE AUDIENCE		3.9		4.3		4.5		4.4		4.1		4.6		4.9		5.4
SHARE AUDIENCE %		13		14		14		13		11		12		11		12
PAY SERVICES																
AVERAGE AUDIENCE		1.5		1.3		1.3		1.3		1.4		1.4		2.0		2.0
SHARE AUDIENCE %		5		4		4		4		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL. 16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.0	7.6	8.8	10.2	11.8	13.3	14.9	16.5	18.5	20.4	21.5	22.3	23.6	24.4	24.7	25.7	25.9	26.1
ABC TV					LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000)					1,150		2,040		2,750		3,100		3,190		3,630		3,540	
& %)					1.3		2.3		3.1		3.5		3.6		4.1		4.0	
SHARE AUDIENCE %					10		15		16		16		14		16		15	
AVG. AUD. BY 1/4 HR %					1.1	1.5	2.1	2.5	2.9	3.4	3.5	3.5	3.6	3.6	4.1	4.2	3.9	4.0
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000)					1,770		2,220		3,100		3,810		4,610		3,460		3,900	
& %)					2.0		2.5		3.5		4.3		5.2		3.9		4.4	
SHARE AUDIENCE %					16		16		18		20		21		15		17	
AVG. AUD. BY 1/4 HR %					1.8	2.2	2.3	2.7	3.3	3.7	4.0	4.5	5.1	5.3	4.0	3.8	4.3	4.4
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000)					2,040		2,660		3,540		3,990		3,990		4,250		3,280	
& %)					2.3		3.0		4.0		4.5		4.5		4.8		3.7	
SHARE AUDIENCE %					18		19		21		21		19		19		15	
AVG. AUD. BY 1/4 HR %					2.1	2.5	2.8	3.3	3.8	4.2	4.4	4.6	4.6	4.4	4.5	5.1	3.9	3.5
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.2		12.4		13.8		12.9		11.9		12.0		10.4		9.5		7.6	
SHARE AUDIENCE %	27		26		28		25		22		21		19		17		17	
SUPERSTATIONS AVERAGE AUDIENCE	3.2		3.4		3.3		3.4		2.6		3.3		2.4		2.5		2.4	
SHARE AUDIENCE %	7		7		7		7		5		6		4		5		5	
PBS AVERAGE AUDIENCE	1.6		1.8		2.9		3.6		2.3		2.7		1.6		1.3		1.0	
SHARE AUDIENCE %	4		4		6		7		4		5		3		2		2	
CABLE ORIG. AVERAGE AUDIENCE	5.2		4.6		4.0		4.8		6.3		6.3		6.5		6.1		3.7	
SHARE AUDIENCE %	12		10		8		9		12		11		12		11		8	
PAY SERVICES AVERAGE AUDIENCE	2.8		3.4		3.4		3.3		4.5		4.9		5.7		4.4		3.8	
SHARE AUDIENCE %	6		7		7		6		8		9		10		8		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		34.7	31.5	27.7	25.1	21.7	19.0	16.5	14.5	12.4	11.2	9.9	9.1	8.2	7.5
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,040													
		2.3													
SHARE AUDIENCE	%	11													
AVG. AUD. BY 1/4 HR	%	2.3													
CBS TV		CBS SUNDAY NEWS													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,480													
		2.8													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	2.8													
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,770													
		2.0													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	2.0													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		6.8		5.2		4.2		2.8		2.4		1.9		1.7	
SHARE AUDIENCE %		21		20		21		18		20		20		22	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.7		1.4		1.3		0.9		0.9		0.8		0.7 ^	
SHARE AUDIENCE %		5		5		6		6		8		8		9 ^	
PBS															
AVERAGE AUDIENCE		1.1		0.8		0.5 ^		0.3 ^		0.1 v		0.1 v		0.1 v	
SHARE AUDIENCE %		3		3		2 ^		2 ^		1 v		1 v		1 v	
CABLE ORIG.															
AVERAGE AUDIENCE		3.4		2.9		2.4		2.0		1.7		1.5		1.3	
SHARE AUDIENCE %		10		11		12		13		14		16		17	
PAY SERVICES															
AVERAGE AUDIENCE		4.1		4.1		3.5		3.2		2.5		2.3		1.8	
SHARE AUDIENCE %		12		16		17		21		21		24		23	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.11-15,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.2	8.4	10.0	11.6	13.5	15.0	16.4	17.7	19.0	20.4	21.2	21.9	22.9	24.2	24.7	25.2	23.3	24.3
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,010 1.1		1,650 1.9			2,980 3.4				3,080 3.5							
SHARE AUDIENCE %		14		16			20				16							
AVG. AUD. BY 1/4 HR %		1.1		1.9			3.3	3.4			3.5	3.5						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			690 0.8				1,740 2.0				1,840 2.1						2,960 3.3	
SHARE AUDIENCE %			9				12				10						14	
AVG. AUD. BY 1/4 HR %			0.7	0.9			1.9	1.9			1.9	2.2					3.1	3.6
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,470 1.7						3,510 4.0				3,470 3.9						2,910 3.3	
SHARE AUDIENCE %	20						23				18						13	
AVG. AUD. BY 1/4 HR %	1.4	2.0					3.9	4.0			4.0	3.9					3.2	3.4
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.4		2.2		3.3		4.7		5.9		6.6		5.7		6.0		5.9	
SHARE AUDIENCE %	17		21		23		27		30		30		24		24		25	
SUPERSTATIONS AVERAGE AUDIENCE	0.5		0.7		1.2		1.5		1.8		2.0		1.7		1.9		1.7	
SHARE AUDIENCE %	6		7		8		9		9		9		7		8		7	
PBS AVERAGE AUDIENCE	0.1 v		0.1 ^		0.3 ^		0.6		0.9		1.3		1.5		1.6		1.2	
SHARE AUDIENCE %	1 v		1 ^		2 ^		4		5		6		6		6		5	
CABLE ORIG. AVERAGE AUDIENCE	1.2		1.5		1.7		1.9		2.5		3.0		3.2		3.2		3.2	
SHARE AUDIENCE %	16		14		12		11		13		14		13		13		13	
PAY SERVICES AVERAGE AUDIENCE	0.9		0.8		0.8		0.9		1.1		1.2		1.3		1.3		1.3	
SHARE AUDIENCE %	11		7		6		5		6		6		6		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)

(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.11-15,1988

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		24.4	25.1	25.4	26.1	26.3	27.2	27.9	28.8	29.2	30.1	31.6	32.3	31.6	31.7	30.5	30.5	30.2	30.3
ABC TV				GROWING PAINS M-F		HOME		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)				3,470 3.9		2,430 2.7		1,970 2.2		3,150 3.6		6,010 6.8	6.5 *		7.0 *	5,900 6.7	6.5 *		6.8 *
SHARE AUDIENCE	%			15		10		8		12		21	20 *		22 *	22	21 *		22 *
AVG. AUD. BY 1/4 HR	%			3.7	4.1	2.9	2.6	2.2	2.3	3.4	3.7	6.2	6.8	7.0	7.1	6.5	6.6	6.7	6.8
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS (PAE)→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)		3,150 3.6		5,050 5.7		6,410 7.2				7,530 8.5	8.4 *		8.7 *	4,860 5.5		5,960 6.7	6.8 *		6.6 *
SHARE AUDIENCE	%	14		22		27				29	29 *		29 *	17		22	22 *		22 *
AVG. AUD. BY 1/4 HR	%	3.4	3.7	5.4	6.0	6.9	7.5			8.1	8.6	8.7	8.7	5.4	5.5	6.9	6.8	6.6	6.6
NBC TV		CLASSIC CONCENTRATION (PAE)		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)		3,550 4.0		4,430 5.0		4,080 4.6		2,970 3.3		3,900 4.4		6,630 7.5	7.3 *		7.6 *	4,470 5.0	5.1 *		5.0 *
SHARE AUDIENCE	%	16		19		17		12		15		23	23 *		24 *	17	17 *		17 *
AVG. AUD. BY 1/4 HR	%	3.9	4.1	5.0	5.1	4.4	4.8	3.3	3.4	4.3	4.5	7.0	7.5	7.8	7.6	5.2	5.0	5.0	5.0
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		6.0		5.3		5.4		5.8		6.6		6.6		7.3		7.1		7.2	
SHARE AUDIENCE %		24		21		20		21		22		21		23		23		24	
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.8		1.8		1.9		2.0		2.2		1.9		2.0		1.9		1.8	
SHARE AUDIENCE %		7		7		7		7		7		6		6		6		6	
PBS																			
AVERAGE AUDIENCE		1.2		1.0		0.9		0.9		0.9		0.9		0.9		0.8		0.8	
SHARE AUDIENCE %		5		4		3		3		3		3		3		3		3	
CABLE ORIG.																			
AVERAGE AUDIENCE		3.0		3.3		3.5		3.6		3.4		3.6		3.6		3.8		3.8	
SHARE AUDIENCE %		12		13		13		13		11		11		11		12		13	
PAY SERVICES																			
AVERAGE AUDIENCE		1.3		1.3		1.4		1.5		1.6		1.6		1.4		1.4		1.5	
SHARE AUDIENCE %		5		5		5		5		5		5		4		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		29.2	29.6	30.0	30.4	30.8	32.6	33.7	34.7	35.6	37.3	38.4	40.2	45.5	46.6	46.8	47.2
ABC TV		←GENERAL HOSPITAL (PAE)→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,530														7,970	
		7.4	7.2 *		7.5 *											9.0	
SHARE AUDIENCE	%	25	25 *		25 *											20	
AVG. AUD. BY 1/4 HR	%	7.2	7.3	7.5	7.4											8.8	9.2
CBS TV		←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	5,230														8,080	
		5.9	5.9 *		5.8 *											9.1	
SHARE AUDIENCE	%	20	20 *		19 *											20	
AVG. AUD. BY 1/4 HR	%	5.9	5.9	5.9	5.7											9.1	9.1
NBC TV		←SANTA BARBARA (PAE)→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,760														7,740	
		4.2	4.2 *		4.2 *											8.7	
SHARE AUDIENCE	%	14	14 *		14 *											19	
AVG. AUD. BY 1/4 HR	%	4.3	4.2	4.2	4.2											8.6	8.9
INDEPENDENTS (INCL. SUPERSTATIONS)																	
AVERAGE AUDIENCE		8.8		7.8		6.7		5.5		4.4		3.2		2.7			
SHARE AUDIENCE %		24		26		26		25		25		23		23			
SUPERSTATIONS																	
AVERAGE AUDIENCE		2.1		2.1		1.8		1.4		0.8		0.7 ^		0.7 ^			
SHARE AUDIENCE %		6		7		7		6		5		5 ^		6 ^			
PBS																	
AVERAGE AUDIENCE		1.6		1.1		0.8		0.4 ^		0.4 ^		0.2 ^		0.1 v			
SHARE AUDIENCE %		4		4		3		2 ^		2 ^		1 ^		1 v			
CABLE ORIG.																	
AVERAGE AUDIENCE		5.2		3.9		3.3		2.5		2.4		2.1		1.9			
SHARE AUDIENCE %		14		13		13		12		14		15		16			
PAY SERVICES																	
AVERAGE AUDIENCE		4.6		3.8		4.0		4.4		3.8		3.3		3.1			
SHARE AUDIENCE %		13		13		16		20		22		24		26			

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.6	45.8	46.8	47.8	48.3	49.8	50.9	52.3	52.9	54.2	55.4	56.5	56.0	55.8	55.6	54.0	46.6	41.4
ABC TV	←DISNEY SUNDAY MOVIE→ YOUNG HARRY HOUDINI, PT.1 (R)				←MACGYVER (R)				←ABC SUNDAY NIGHT MOVIE→ THE BAD SEED (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000)	5,050				5,850				10,280									
AVERAGE AUDIENCE (& %)	5.7	5.4 *		5.9 *	6.6	6.2 *		7.0 *	11.6	9.9 *		11.0 *		12.3 *		13.2 *		
SHARE AUDIENCE %	12	12 *		12 *	13	13 *		14 *	21	18 *		20 *		22 *		24 *		
AVG. AUD. BY 1/4 HR %	5.5	5.3	5.8	6.0	6.2	6.2	6.7	7.3	9.5	10.4	10.8	11.2	12.2	12.4	13.2	13.2		
CBS TV	←60 MINUTES→				←MURDER, SHE WROTE (R)→				←CBS SUNDAY MOVIE→ TRAPPED IN SILENCE (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000)	13,640				12,490				9,390									
AVERAGE AUDIENCE (& %)	15.4	14.9 *		15.8 *	14.1	13.6 *		14.7 *	10.6	10.4 *		10.3 *		10.4 *		11.2 *		
SHARE AUDIENCE %	33	33 *		33 *	28	28 *		28 *	19	19 *		18 *		19 *		21 *		
AVG. AUD. BY 1/4 HR %	14.3	15.5	15.6	16.0	13.5	13.7	14.6	14.8	10.6	10.2	10.2	10.3	10.3	10.4	11.0	11.3		
NBC TV	←RAGS TO RICHES (R)→				FAMILY TIES (R)		MY TWO DADS (R)		←NBC SUNDAY NIGHT MOVIE→ OUT OF TIME									
AVERAGE AUDIENCE (Hhlds (000)	5,490				8,330		8,420		12,230									
AVERAGE AUDIENCE (& %)	6.2	5.7 *		6.7 *	9.4		9.5		13.8	12.9 *		13.8 *		14.2 *		14.3 *		
SHARE AUDIENCE %	13	13 *		14 *	19		18		25	24 *		25 *		25 *		26 *		
AVG. AUD. BY 1/4 HR %	5.6	5.8	6.4	7.0	8.8	9.9	9.3	9.7	12.9	12.8	13.6	14.0	14.3	14.1	14.2	14.3		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.7		2.3		2.9		3.3		3.8		4.3		4.4		5.3		5.6	
SHARE AUDIENCE %	23		24		23		21		19		20		18		21		22	
SUPERSTATIONS AVERAGE AUDIENCE	0.5 ^		0.8		1.1		1.2		1.1		1.2		0.9		1.1		1.7	
SHARE AUDIENCE %	7 ^		8		9		8		6		5		4		4		7	
PBS AVERAGE AUDIENCE	0.2 ^		0.3 ^		0.4 ^		0.5 ^		0.8		0.8		0.9		1.2		1.1	
SHARE AUDIENCE %	3 ^		3 ^		3 ^		3 ^		4		4		4		5		4	
CABLE ORIG. AVERAGE AUDIENCE	1.8		2.2		2.6		2.9		3.2		3.3		4.1		4.4		4.6	
SHARE AUDIENCE %	25		23		21		18		16		15		17		17		18	
PAY SERVICES AVERAGE AUDIENCE	0.9		0.9		1.2		1.5		1.9		2.2		2.3		2.3		2.4	
SHARE AUDIENCE %	12		9		10		10		10		10		10		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL. 16, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.2	26.4	26.7	27.4	27.4	27.8	27.4	27.3	27.7	28.5	28.5	28.9	29.4	29.8	29.6	30.5	30.8	31.3
ABC TV	BUGS BUNNY/TWEETY SHOW II		← BRITISH OPEN-SAT. →															
AVERAGE AUDIENCE (Hhlds (000) & %)	3,280		1,950															
	3.7		2.2	2.6 *		2.2 *		2.0 *		1.8 *								
SHARE AUDIENCE %	14		8	10 *		8 *		7 *		6 *								
AVG. AUD. BY 1/4 HR %	3.6	3.7	2.8	2.5	2.3	2.0	2.1	2.0	1.9	1.8								
CBS TV	DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL													
AVERAGE AUDIENCE (Hhlds (000) & %)	3,280		3,990		3,720													
	3.7		4.5		4.2													
SHARE AUDIENCE %	14		17		15													
AVG. AUD. BY 1/4 HR %	3.9	3.6	4.3	4.7	4.2	4.2												
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING		(1)	← NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS CHICAGO CUBS KANSAS CITY VS BOSTON (1:17-4:43)(PAE) →										
AVERAGE AUDIENCE (Hhlds (000) & %)	3,010		2,480		1,680		3,720	5,940										
	3.4		2.8		1.9		4.2	6.7		5.2 *		6.4 *		6.9 *		7.3 *		7.6 *
SHARE AUDIENCE %	13		11		7		15	22		19 *		22 *		23 *		24 *		25 *
AVG. AUD. BY 1/4 HR %	3.3	3.4	2.8	2.7	1.9	2.0	4.2	4.2	4.9	5.5	6.3	6.5	6.8	6.9	7.1	7.5	7.9	7.4
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	6.4		7.1		8.5		8.1		8.8		8.7		9.6		9.5		9.7	
SHARE AUDIENCE %	24		26		31		30		31		30		32		32		31	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.7		1.9		2.3		2.1		2.4		2.4		2.9		3.1		3.3	
SHARE AUDIENCE %	6		7		8		8		9		8		10		10		11	
PBS																		
AVERAGE AUDIENCE	1.1		1.4		1.6		1.7		1.7		1.9		1.6		1.6		1.6	
SHARE AUDIENCE %	4		5		6		6		6		7		5		5		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.4		5.0		5.1		5.1		5.2		4.9		4.9		5.1		5.4	
SHARE AUDIENCE %	17		19		18		19		19		17		17		17		17	
PAY SERVICES																		
AVERAGE AUDIENCE	2.5		2.3		2.0		2.7		2.4		2.5		2.3		2.4		2.6	
SHARE AUDIENCE %	10		9		7		10		9		9		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(1:00-1:17)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUL.16, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.6	32.5	32.5	31.9	31.7	31.9	33.0	34.0	35.6	36.1	36.9	38.2
ABC TV	←ABC WIDE WORLD-SPORTS SAT→										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,190 3.6	3.1 *		3.3 *		3.6 *		4.5 *			4,870 5.5	
SHARE AUDIENCE %	11	10 *		10 *		11 *		13 *			14	
AVG. AUD. BY 1/4 HR %	2.9	3.3	3.4	3.2	3.4	3.7	4.5	4.6			5.6	5.4
CBS TV			←CBS SPORTS SATURDAY BUDWEISER BOXING→								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)			2,480 2.8	2.9 *		2.9 *		2.6 *			5,050 5.7	
SHARE AUDIENCE %			8	9 *		9 *		8 *			15	
AVG. AUD. BY 1/4 HR %			2.5	3.2	3.2	2.5	2.5	2.7			5.7	5.7
NBC TV	(1)			←NBC MAJOR LEAGUE GAME-2— CHICAGO WHITE SOX VS NEW YORK YANKEES DETROIT VS CALIFORNIA (MULTI SEGMENT)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)		7.5 *	5,580 6.3	6.3 *		6.3 *		6.0 *		6.1 *		6.3 *
SHARE AUDIENCE %		23 *	18	20 *		20 *		18 *		17 *		17 *
AVG. AUD. BY 1/4 HR %	7.5	7.5	6.5	6.3	6.3	6.1	6.0	6.0	6.3	5.9	6.3	6.3
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	10.0		10.9		10.1		10.6		9.8		10.8	
SHARE AUDIENCE %	31		34		32		32		27		29	
SUPERSTATIONS												
AVERAGE AUDIENCE	2.9		2.9		2.5		2.8		3.1		3.4	
SHARE AUDIENCE %	9		9		8		8		9		9	
PBS												
AVERAGE AUDIENCE	1.6		1.5		1.6		2.0		1.8		1.4	
SHARE AUDIENCE %	5		5		5		6		5		4	
CABLE ORIG.												
AVERAGE AUDIENCE	6.0		6.2		6.5		6.6		5.6		5.8	
SHARE AUDIENCE %	19		19		20		20		16		15	
PAY SERVICES												
AVERAGE AUDIENCE	2.6		2.6		2.6		2.6		2.8		2.9	
SHARE AUDIENCE %	8		8		8		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE BASEBALL,LA VS CHG CUBS/KANSAS CTY VS BSTN,(PAE),NBC,(1:17-4:43)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.1	6.8	7.8	9.1	10.9	12.3	13.4	15.6	17.9	19.5	20.6	22.4	23.7	24.3	24.9	26.6	27.7	28.5
ABC TV															← BRITISH OPEN-SUN. (10:30-1:30)			
AVERAGE AUDIENCE (Hhlds (000) & %)															3,010 3.4	2.5 *		2.9 *
SHARE AUDIENCE %															12	10 *		11 *
AVG. AUD. BY 1/4 HR %															2.3	2.6	2.8	2.9
CBS TV					FOR OUR TIMES (SUS)				← SUNDAY MORNING →						FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,100 3.5	2.8 *		3.7 *		4.0 *	2,220 2.5			
SHARE AUDIENCE %									16	14 *		17 *		16 *	9			
AVG. AUD. BY 1/4 HR %									2.4	3.2	3.6	3.9	4.1	3.8	2.3	2.6		
NBC TV					← SUNDAY TODAY →						← MEET THE PRESS →							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,680 1.9	1.6 *		2.1 *		2.1 *	2,390 2.7	2.5 *		3.0 *				
SHARE AUDIENCE %					12	13 *		14 *		11 *	11	10 *		11 *				
AVG. AUD. BY 1/4 HR %					1.4	1.7	2.0	2.2	2.2	2.1	2.4	2.5	2.9	3.0				

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.6	2.1	3.1	4.1	5.7	6.6	7.3	8.1	9.4
SHARE AUDIENCE %	25	25	27	28	30	31	30	32	33
SUPERSTATIONS									
AVERAGE AUDIENCE	0.5 ^	0.8	1.1	1.3	1.8	2.3	2.1	2.2	2.4
SHARE AUDIENCE %	8 ^	10	9	9	10	11	9	9	9
PBS									
AVERAGE AUDIENCE	0.1 v	0.3 ^	0.7 ^	1.0	1.0	1.3	1.4	1.4	1.5
SHARE AUDIENCE %	2 v	4 ^	6 ^	7	5	6	6	5	5
CABLE ORIG.									
AVERAGE AUDIENCE	1.6	2.5	3.2	3.8	4.1	4.2	4.8	5.0	5.6
SHARE AUDIENCE %	25	30	28	26	22	20	20	19	20
PAY SERVICES									
AVERAGE AUDIENCE	1.1	1.2	1.3	1.7	2.3	2.4	2.8	3.4	4.0
SHARE AUDIENCE %	17	14	11	12	12	11	12	13	14

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL.17, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.5	28.8	29.2	29.8	30.4	30.7	30.3	31.3	31.6	32.2	32.4	32.8	32.7	33.3	33.6	33.9	34.8	34.8
ABC TV			BRITISH OPEN-SUN. (10:30-1:30)						←THIS WEEK-DAVID BRINKLEY→				BUSINESS WORLD←		U.S. OLYMPIC TRIALS:TRACK (3:00-5:00)			
AVERAGE AUDIENCE (Hhlds (000) & %)									2,570				1,330		3,630			
		3.3 *		3.7 *		3.9 *		4.4 *	2.9	2.9 *		3.0 *	1.5		4.1	2.9 *		4.1 *
SHARE AUDIENCE %		12 *		13 *		13 *		14 *	9	9 *		9 *	5		12	9 *		12 *
AVG. AUD. BY 1/4 HR %	3.2	3.4	3.7	3.7	3.9	4.0	4.3	4.4	2.9	2.9	3.2	2.9	1.5	1.6	2.7	3.2	4.0	4.3
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	10.7	10.8	11.2	10.1	11.5	12.5	13.1	13.5	14.1
SHARE AUDIENCE %	37	37	37	33	36	38	40	40	41
SUPERSTATIONS									
AVERAGE AUDIENCE	2.9	3.4	3.3	2.8	3.2	3.6	3.9	4.2	4.4
SHARE AUDIENCE %	10	12	11	9	10	11	12	12	13
PBS									
AVERAGE AUDIENCE	1.4	1.4	1.3	1.3	1.2	0.7 ^	0.8	1.1	1.2
SHARE AUDIENCE %	5	5	4	4	4	2 ^	2	3	3
CABLE ORIG.									
AVERAGE AUDIENCE	5.7	6.1	6.5	6.9	6.8	5.7	5.6	5.7	5.9
SHARE AUDIENCE %	20	21	21	22	21	17	17	17	17
PAY SERVICES									
AVERAGE AUDIENCE	3.6	2.9	2.6	2.8	2.8	2.9	3.1	3.0	2.5
SHARE AUDIENCE %	13	10	9	9	9	9	9	9	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUL. 17, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	35.4	36.2	35.5	35.6	35.2	35.5	35.5	36.5	39.1	40.6	40.6	41.7
ABC TV	U.S. OLYMPIC TRIALS:TRACK (3:00-5:00)				MUTUAL OF OMAHA SPCL						ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		4.5 *		4.7 *	3,100 3.5	3.4 *		3.5 *			5,400 6.1	
SHARE AUDIENCE %		12 *		13 *	10	10 *		10 *			15	
AVG. AUD. BY 1/4 HR %	4.3	4.6	4.5	4.9	3.4	3.4	3.2	3.7			6.1	6.0
CBS TV			CBS SPORTS SUNDAY TOUR DE FRANCE						CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,100 3.5	3.3 *		3.7 *		3.6 *	5,230 5.9			
SHARE AUDIENCE %			10	9 *		10 *		10 *	14			
AVG. AUD. BY 1/4 HR %			3.4	3.1	3.7	3.7	3.6	3.7	5.4	6.3		
NBC TV	CART TORONTO INDY										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)	2,570 2.9	2.5 *		2.6 *		3.1 *		3.2 *			4,960 5.6	
SHARE AUDIENCE %	8	7 *		7 *		9 *		9 *			13	
AVG. AUD. BY 1/4 HR %	2.5	2.6	2.6	2.6	3.0	3.1	3.2	3.3			5.4	5.8

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.0	14.3	13.4	13.9	13.8	14.1
SHARE AUDIENCE %	39	40	38	39	35	34
SUPERSTATIONS AVERAGE AUDIENCE	4.3	4.7	3.9	3.9	4.0	3.6
SHARE AUDIENCE %	12	13	11	11	10	9
PBS AVERAGE AUDIENCE	1.6	1.8	1.5	1.4	1.0	1.2
SHARE AUDIENCE %	4	5	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	6.4	6.9	6.7	6.6	5.5	5.3
SHARE AUDIENCE %	18	19	19	18	14	13
PAY SERVICES AVERAGE AUDIENCE	3.0	3.0	3.1	3.1	3.3	3.1
SHARE AUDIENCE %	8	8	9	9	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 16, 1988

PROGRAM NAME			HOUSEHOLDS WITH ANY CHILD:					
START TIME	DURATION	NET	UNDER 18 AA%	UNDER 18 (0,000)	UNDER 12 AA%	UNDER 12 (0,000)	UNDER 6 AA%	UNDER 6 (0,000)
ALF-SAT MORN								
10.00AM	30	NBC	9.1	309	9.8	243	9.7	154
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	5.2	175	6.0	150	6.0	96
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	10.2	344	11.3	282	11.2	178
BUGS BUNNY/TWEETY SHOW I								
11.00AM	30	ABC	7.9	268	8.3	207	8.3	133
BUGS BUNNY/TWEETY SHOW II								
11.30AM	30	ABC	7.1	241	7.3	183	7.2	115
DENNIS THE MENACE								
11.30AM	30	CBS	7.3	248	8.5	212	7.9	126
FLINTSTONE KIDS								
9.30AM	30	ABC	7.9	267	9.1	226	10.0	159
FOOFUR								
12.00NN	30	NBC	5.4	183	5.6	141	5.1	81
FRAGGLE ROCK								
11.00AM	30	NBC	7.7	261	8.6	214	8.9	142
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	8.1	272	8.7	217	8.2	131
GUMMI BEARS								
8.00AM	30	NBC	4.0	135	4.5	113	5.4	86
HELLO KITTY								
8.00AM	30	CBS	3.7	124	4.5	113	4.8	77
I'M TELLING								
12.30PM	30	NBC	3.1	106	2.7	69	2.7	43
LITTLE WIZARDS								
8.00AM	30	ABC	3.1	105	3.3	83	3.7	59
MIGHTY MOUSE								
10.30AM	30	CBS	8.3	280	9.8	244	10.7	171
MUPPET BABIES I								
8.30AM	30	CBS	5.1	173	6.3	158	6.6	105
MUPPET BABIES II								
9.00AM	30	CBS	7.7	261	9.4	235	8.4	134
MUPPET BABIES III								
9.30AM	30	CBS	9.3	315	11.3	281	10.3	163
MY PET MONSTER								
9.00AM	30	ABC	7.1	240	8.2	204	8.9	142
NEW ARCHIES								
11.30AM	30	NBC	7.0	235	7.2	181	6.1	98
PEE WEE'S PLAYHOUSE								
10.00AM	30	CBS	11.2	379	13.6	340	14.0	223

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 16, 1988

PROGRAM NAME START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
POPEYE & SON 11.00AM	30	CBS	9.0	303	10.3	257	9.8	156
REAL GHOSTBUSTERS I 10.00AM	30	ABC	7.6	257	8.3	208	9.3	148
REAL GHOSTBUSTERS II 10.30AM	30	ABC	8.4	285	8.9	222	9.4	150
SMURFS I 8.30AM	30	NBC	5.6	189	6.3	156	6.8	108
SMURFS II 9.00AM	30	NBC	7.3	248	8.2	206	9.0	144
SMURFS III 9.30AM	30	NBC	8.7	294	9.7	243	10.1	162
TEEN WOLF 12.00NN	30	CBS	9.3	313	10.3	257	9.0	144

UE: 33810 UE:24940 UE: 15920

INTAB: 1195 INTAB: 891 INTAB: 565

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:
IFR - BELOW MINIMUM INTAB STANDARDS
<< - BELOW MINIMUM RATING STANDARDS
LT - BELOW MINIMUM PROJECTION STANDARDS